

THE ROCKET FUND

WHO YOU LOVE SHOULDN'T
BE A DEATH SENTENCE.



THE ROCKET FUND

POWERED BY

ELTON JOHN AIDS FOUNDATION



DEAR FRIENDS,

The global community has the science to stop new HIV infections and AIDS-related deaths right now. The disease continues largely because the stigma surrounding HIV persists.

Nearly one-third of all the nations in the world classify LGBTQ+ people as criminals. In 13 countries, homosexuality is punishable by death.

Strong forces that socially exclude LGBTQ+ communities make them among the most vulnerable to HIV and AIDS.

As two gay men, this isn't just an abstraction for us. It's about our family, our friends, our history and our identities. There's a lot of hate in the world. But there's more love than hate, and love can win. That's why we've launched the Rocket Fund.

The health and equity challenges facing the world today make eradicating AIDS more important now than ever before. You are a critical part of the solution. Join the Rocket Fund and together we will end AIDS in our lifetimes.

With love and compassion,

Sir Elton John, Founder, & David Furnish, Chairman

THE ROCKET FUND

When the ground gained for LGBTQ+ people is at risk, we must stand our ground. The Rocket Fund is a \$125M transformative campaign to expand and mobilize our fight for the rights and health of everyone, everywhere, and bring us closer to ending AIDS forever.



The Rocket Fund's vision focuses on three main priorities:

- 1) LGBTQ+ populations live free from violence and exclusion. They are represented, respected, heard, and part of the solution.
- 2) In the fight to end AIDS, governments invest proportionally in services and support for LGBTQ+ communities.
- 3) LGBTQ+ people everywhere have access to quality health services without fear of stigmatization.

THE TIME IS NOW.

DESTIGMATIZE & DECRIMINALIZE LGBTQ+ IDENTITY.

Continue the Fight for Global Legal Protections

Through our work with organizations such as the Human Dignity Trust, we will keep fighting for decriminalization for LGBTQ+ communities in every country in the world.

Uphold Protective Laws

Law enforcement must be held accountable for upholding protective laws. We support wider use of the REAct Tool, developed by Frontline AIDS, that records and manages information about human rights violations reported by ordinary citizens.

Empower Community Voices

Our long-term investments in advocacy groups such as Frontline AIDS and TruEvolution will help equip LGBTQ+ people to be heard and seen wherever their rights are threatened

**IN
13 COUNTRIES,
HOMOSEXUALITY
IS STILL
PUNISHABLE
BY DEATH.**



“THE ELTON JOHN AIDS FOUNDATION HAS BEEN A KEY CONTRIBUTOR TO OUR WORK, ENABLING US TO ADVANCE THE INNOVATIVE LEGAL STRATEGIES WE’RE USING TO CHALLENGE OPPRESSIVE LEGAL SYSTEMS THAT MARGINALIZE AND STIGMATIZE LGBTQ+ PEOPLE AROUND THE WORLD.”

Téa Braun, Chief Executive, The Human Dignity Trust

INFLUENCE GOVERNMENTS TO INCREASE SUPPORT FOR LGBTQ+ POPULATIONS.

The LGBTQ+ community is disproportionately affected by HIV. We will work with government partners to ensure countries heavily affected by HIV and AIDS commit funding and resources to support positive health outcomes directly for LGBTQ+ communities as part of their AIDS response.



FIGHT FOR EQUITY.

Expand Government Support

The Rocket Fund, powered by the Elton John AIDS Foundation, will encourage governments to allocate consistent funding to address the most pressing issues around HIV, AIDS, and the LGBTQ+ community.

Champion LGBTQ+ Health Funding

We will ensure that countries heavily affected by HIV and AIDS proportionally commit funding and resources to support LGBTQ+ communities as part of their AIDS response.

Extend Global AIDS Financing

Our influence catalyzed an additional \$100M investment in vulnerable populations, including LGBTQ+ communities, from PEPFAR (US President's Emergency Plan for AIDS Relief). We will continue to work with non-governmental and multilateral agencies to support LGBTQ+ populations equitably and urgently.

**LGBTQ+ PEOPLE
ACCOUNT FOR
17% OF TOTAL HIV
CASES GLOBALLY,
YET RECEIVE
ONLY 0.04% OF
DEVELOPMENT
FUNDING.**



“THE ELTON JOHN AIDS FOUNDATION’S TRUE STRENGTH IS ITS COUPLING OF POWERFUL INFLUENCE AND RESOURCES IN THE FUNDING AND POLICY LANDSCAPE WITH DEEP EXPERIENCE WORKING ON THE GROUND. CONVENING SIX OTHER PARTNERS UNDER THE MENSTAR COALITION, FOR EXAMPLE, LEVERAGED \$1.2BN IN FUNDING AND SAW THREE MILLION MEN NEWLY INITIATED INTO TREATMENT. THIS SAVED THEIR LIVES, AND PREVENTED THE SPREAD OF HIV.”

Ambassador Mark Dybul, Elton John AIDS Foundation Board Member and former United States Global AIDS Coordinator and Executive Director of the Global Fund for AIDS, Tuberculosis and Malaria

INCREASE LGBTQ+ ACCESS TO TESTING, DIAGNOSIS & COMPASSIONATE CARE.

Due to stigma, bias, and discrimination in many parts of the world, people are prevented from accessing or afraid to use the health services they need. We are reducing barriers to enable LGBTQ+ people to access non-judgemental health services so everyone can get the care they need and want.



GIVE THE GIFT OF LOVE.

Increase Testing and Diagnosis

When people do not know their HIV status, they can transmit the virus, and the potential to end AIDS is severely diminished. We're helping reach some of the most marginalized populations in the world with testing and diagnostic resources, from North America to Africa.

Treat Everyone, Everywhere

The Rocket Fund's RADIANT partnership with Gilead Sciences is working throughout Eastern Europe and Central Asia to ensure relevant and compassionate LGBTQ+ care is widely available.

Ensure Care is Compassionate and Equitable

Our Zero HIV Social Impact Bond in South London tested more than 250,000 people and brought hundreds of individuals living with HIV, unaware of their status, into care. The Elton John AIDS Foundation invested £1.7M (\$2.1M) into the program, which is estimated to have saved £90M (\$108.5M) in healthcare costs.

A BREAKTHROUGH IN THE AMERICAN SOUTH

In partnership with Walmart, our **Breakthrough** initiative takes the fight against HIV and AIDS across the United States, starting with the disproportionately affected southern states, by providing:



5,000+
TOTAL WALMART LOCATIONS
ACROSS THE U.S. BY ENSURING
EASY ACCESS TO STIGMA-FREE
HIV PREVENTION AND
TREATMENT SERVICES



18,000+
ADDITIONAL CULTURALLY
COMPETENT HEALTHCARE
WORKERS WITH TRAINING



HOME DELIVERY OF AFFORDABLE
PRESCRIPTIONS AND HIV
PREVENTION AND TESTING
PRODUCTS VIA WALMART
TELEHEALTH SERVICES

SINCE OUR FOUNDING IN 1992, THE ELTON JOHN AIDS FOUNDATION HAS:

• FUNDED

3,000+

HIV PROJECTS IN
OVER 90 COUNTRIES.

• REACHED

100M+

PEOPLE WITH EDUCATION,
PREVENTION SERVICES,
TREATMENT, TESTING AND
SUPPORT.

• RAISED

\$525M+

FOR HIV/AIDS GRANTS
GLOBALLY.

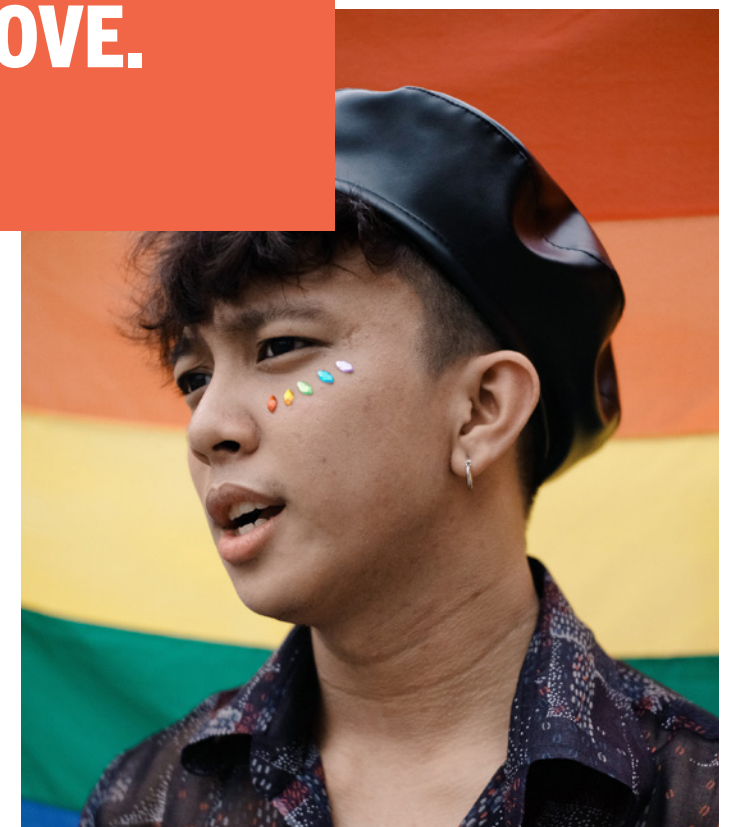
• LEVERAGED

\$350M

IN ADDITIONAL
FUNDING.



THE FIGHT
TO LIVE.
THE RIGHT
TO LOVE.



WE NEED YOU

The Elton John AIDS Foundation is the world's second largest HIV-related philanthropic funder of LGBTQ+ communities.

The Rocket Fund will give us the power to tackle the remaining barriers to eradicating AIDS. Forever. We need your help to do this.

WE CAN'T DO IT WITHOUT YOU.

PLEASE CONTACT US AT

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@ejaf



Elton John AIDS Foundation

eltonjohnaidsfoundation.org/rocketfund



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