

THE ROCKET FUND

FUELING
COMPASSION.
ACCELERATING
CHANGE.



THE ROCKET FUND

POWERED BY

ELTON JOHN AIDS FOUNDATION

Photograph By: Abraham Ali



**WE BELIEVE HIGH QUALITY
HIV PREVENTION AND CARE
SHOULD BE ACCESSIBLE TO
EVERYONE, NO MATTER WHAT.**

**OUR MISSION IS SIMPLE:
TO BE A POWERFUL FORCE
IN ENDING THE AIDS EPIDEMIC.**

Photograph By: Sean Black

COMPASSIONATE CARE. NO MATTER WHAT.

The Elton John AIDS Foundation (EJAF) was established during an era of great uncertainty and fear around an epidemic that has claimed the lives of more than 40 million people across the globe.

Through The Rocket Fund, our \$125 million initiative dedicated to bringing compassionate care to vulnerable communities, we have provided vital access to testing, prevention and treatment, and have confronted the dangerous stigma that keeps people from getting the care they need and deserve. While this has laid the foundation for meaningful progress, the essential needs of communities across the globe are changing rapidly. Our work is far from finished.

The Rocket Fund campaign will extend the goal to \$200 million in order to continue to meet the needs of vulnerable communities and ensure access to lifesaving care.

Our work has always been – and will always be – guided by love, compassion, and humanity. We stand with the people and places who need it most, and we aren't giving up on our vision of an AIDS-free world.



Photograph By: Sean Thomas

**“I HAVE DEVOTED MY LIFE TO
FIGHTING FOR JUSTICE AND
FOR EVERYONE – NO MATTER
WHO THEY ARE – TO BE ABLE
TO LOVE WHO THEY LOVE
WITHOUT STIGMA OR FEAR.**

We can overcome today's challenges by powerfully coming together and using our resources and voices to end the AIDS epidemic. Please join me in supporting the Rocket Fund to ensure we move forward and do not lose the progress we've made."

ELTON JOHN
FOUNDER, ELTON JOHN AIDS FOUNDATION

MEETING THE MOMENT

We find ourselves in a period of both profound crisis and opportunity.

Many communities are living with immense uncertainty, fear, and concern. Governments around the world are reconsidering their contributions to foreign aid, which will have dire effects on the global HIV response. The US Administration's decision to cut funding for global health programs has had a devastating impact and put decades of progress in jeopardy.

Within weeks of the US government enacting spending freezes and cuts, the situation was alarming. By April 2025, approximately two-thirds of our partners working in Africa and Asia were affected by stop-work orders and project terminations. Drop-in centers have closed, healthcare workers' contracts have been terminated, laboratory services have paused,

family planning services have halted, HIV testing kits are scarce, people have been left without prevention medication (PrEP), antiretroviral therapy stock has dwindled, and life-saving support has been withheld from vulnerable groups.

One Foundation partner described how their work with young people across three countries is at risk after almost 200 government clinics that they collaborated with for services or supplies could no longer fully function due to reduced or cancelled funding. The US, through the PEPFAR (President's Emergency Plan for AIDS Relief) program is credited with having saved 26 million lives and enabling almost 8 million babies to be born without HIV. Yet sudden cuts in US funding for global health are putting millions at risk.

If PEPFAR were to be permanently eliminated, the world would be faced with a full resurgence of the HIV pandemic by 2029, with an estimated 4.2 million AIDS-related deaths and 3 million AIDS orphans within 4 years. (Source: UNAIDS.org)

To address urgent gaps in care, in March 2025, EJAF launched the Rocket Response Fund – an emergency appeal to ensure our partners can help their communities access the lifesaving medications, treatment, and prevention they critically need. For example, in Uganda, support from the Rocket Response Fund could help our partners sustain LGBTQ+-friendly services, including: mental health services for individuals facing stigma and violence; uninterrupted maternal health care; tuberculosis screenings; cervical cancer screenings; and other essential services.

The Rocket Response Fund has distributed emergency grants to partners in Vietnam, Cameroon, Kenya, and the Democratic Republic of the Congo to keep staff in place and help ensure essential services can continue to provide care and treatment.

THE PROGRESS THE ELTON JOHN AIDS FOUNDATION HAS ACHIEVED – THROUGH THE DEDICATION OF OUR SUPPORTERS AND MORE THAN 3,192 PROJECTS IN 102 COUNTRIES – STANDS TO BE CHALLENGED.

NOW IS THE TIME TO COME TOGETHER AND ACT.

We are at a critical moment in the global HIV response. Our community's support will equip us to carry out a bold course of action focused on several key groups and geographies. Together, we have the power to drive transformative change and create life-saving impact.



Photograph By: Carol Allen-Storey

WE'RE NOT DONE YET: BUILDING ON THE FOUNDATION OF THE ROCKET FUND

Since 2020, our Rocket Fund has reached 2.22 million people across the globe with critical services and information, among them, more than 645,610 young people. This amazing initiative has laid the groundwork for us to continue responding nimbly within a rapidly shifting health ecosystem.

Constrained resources and greater needs mean we must pioneer new approaches to ensure communities have access to the care they need and deserve.

WE CANNOT AFFORD TO LOSE GROUND – NOT WHEN THE COST IS MEASURED IN LIVES.

In western Kenya, adolescents and young adults now account for over 60% of new HIV infections.

(Source: FlyZipline.com) In 2023, Kenyan government officials teamed up with the Foundation and Zipline, a drone delivery company, to bring tests kits and medications directly to places where young people gather – all via aerial drone. The result was clear: bringing healthcare closer to people boosted access, increased healthy behaviors, and improved lives. We are now expanding the collaboration to break down barriers and deliver lifesaving HIV prevention and treatment to Nigeria's youth as well. Together, we are forging a modern, convenient, and comprehensive 'one-stop shop' for youth care in Africa.

The world has the medical resources, technology, and knowledge to end the HIV epidemic. Now is the time to mobilize and make it happen.



“WE ARE AT A PIVOTAL MOMENT IN HISTORY.

If the current funding cuts remain, we expect to see a ten-fold increase in AIDS-related deaths by 2029. We can choose to be paralyzed by these decisions, or we can foster and fund new ways to serve the most impacted communities. We believe in the latter. The Rocket Fund Extension is how we will supercharge our incredible partners and fuel ongoing efforts to build sustainable, life-saving programs - but we urgently need your support.”

ANNE ASLETT
CHIEF EXECUTIVE OFFICER
ELTON JOHN AIDS FOUNDATION

Photograph By: The Stack World

THIS IS NOT YESTERDAY'S STORY: PIONEERING A NEW PATH FORWARD

As we address the needs of the communities we serve today, the Foundation is investing in and leveraging innovative solutions and modern strategies to respond more effectively to a rapidly changing world.

A PROMISING ROADMAP FOR PREVENTION

With funding for treatment and care programs particularly under threat and health systems under severe strain, it is imperative to reinforce our focus on preventing new cases of HIV. Increasing the uptake of HIV prevention medication, pre-exposure prophylaxis (PrEP), is crucial.

PrEP is highly effective when taken consistently and correctly. In most countries, PrEP is currently administered through a daily oral pill, yet individual uptake is vastly falling short of the need. Now, a long-acting injectable PrEP option, administered twice annually, offers the world renewed hope for higher adherence to prevention. Shown to be 99 percent effective, it has the potential to permanently disrupt transmission, save countless lives, and bring an end to this epidemic for good.

(Source: CDC.gov)

The Elton John AIDS Foundation is working closely with the world's leading HIV donors to support an initial rollout of new long-acting injectable PrEP in key countries. These donors have the capability to ensure it is available within health systems. Yet, from experience with rolling out other new medications, including anti-retroviral therapy when it became available, we know that this is not enough to ensure uptake. Communities must be engaged and prepared to seek PrEP, and EJAF is taking the lead to ensure that this happens.

In the UK, the Elton John AIDS Foundation is also pioneering new avenues to increase access to HIV prevention. We are partnering with government health services in the UK to initiate a comprehensive national PrEP rollout. This initiative marks a crucial next step toward ending HIV transmission in the UK by rapidly increasing access among communities with the highest need. Leveraging a digital platform that allows for PrEP to be delivered discreetly to individuals' homes, this approach enhances privacy, increases convenience, and allows clinics to focus on patients with more complex needs. Additionally, this initiative integrates PrEP services into physicians' offices,

pharmacies, and other community-based settings, ensuring we reach individuals who may not know they are at risk or who are unaware that PrEP exists.

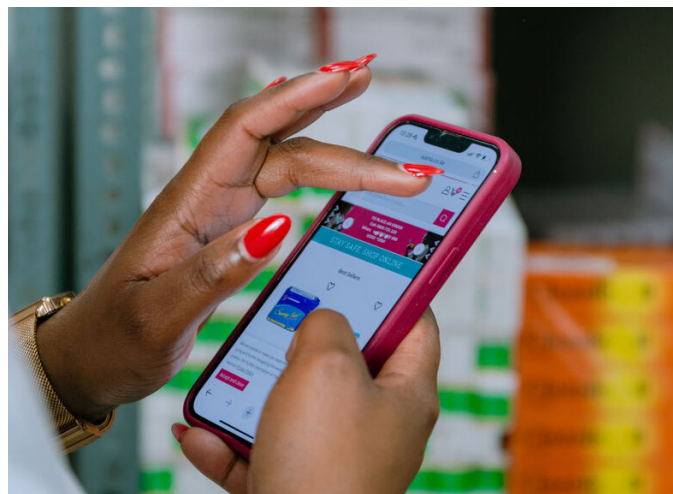
PrEP is a consequential tool that can bend the curve of global HIV transmission long-term, and its successful introduction is critical.



“OVER THE LAST 30 YEARS, BY UNITING AS A GLOBAL COMMUNITY, WE HAVE SEEN

an over 60% decline in new HIV infections and more than 30.6 million people receive life-saving treatment. In these times, we don't know what progress will look like tomorrow – but we can't lose momentum. As we face devastating aid cuts around the world, we are not stepping back: we are stepping up.”

DAVID FURNISH
CHAIR, ELTON JOHN AIDS FOUNDATION



Photograph By: Kibe Nduni

ENHANCING ACCESS AND SCALING THE IMPACT OF THE ROCKET FUND

In partnership with Gilead Sciences, EJAF launched the groundbreaking initiative RADIANT in September 2019 to meaningfully address transmission and deaths from AIDS-related illnesses in Eastern Europe and Central Asia. RADIANT focuses on action, investment, and resources to improve the quality of life, prevention, and care for vulnerable communities in the region.

Between 2020 and 2024, we were able to:

- **Reach** more than 300,284 individuals from vulnerable communities with services;
- **Test** 158,437 individuals;
- **Identify** 11,466 people living with HIV;
- **(Re)initiate** 33,862 people on antiretrovirals;
- **Reduce** stigma and discrimination by training 17,486 healthcare practitioners, law enforcement officers, and other specialists.

As a result of this impact, EJAF and Gilead Sciences have launched RADIANT 2.0 which will be implemented through 2029. RADIANT 2.0 will continue to address the unmet health needs of vulnerable communities, and it will strengthen health systems and community-led care to increase access to sustainable resources in the long-term.

Another way in which EJAF is increasing access to prevention, tests, and treatment is through innovative partnerships with key players in the private sector. Kasha is a private African company providing last-mile delivery pathways for HIV commodities and other products directly to consumers in low-income communities. As part of our Rocket Fund

initiative, EJAF successfully partnered with Kasha to deliver HIV prevention and treatment supplies in western Kenya. Looking forward, we are exploring ways to join forces with additional funders in supporting a significant expansion of Kasha's reach through an innovative pay-for-performance model.

Supported by \$1.5 million in co-funding from the Dell Foundation, a groundbreaking private-sector partnership with Kasha offers the Foundation an opportunity to support a scalable and sustainable solution, which is critically important amid today's constrained public health funding environment.



Photograph By: Kibe Nduni

This leverages a pay-for-performance model through Kasha, a direct-to-consumer health products company similar to Amazon, to provide the first-ever direct-to-consumer HIV product delivery service in Kenya. It incorporates advanced AI and machine-learning analytics to proactively identify patients most at risk of dropping out of care, ensuring a targeted, efficient, and confidential service. The model also includes strategic price testing to determine optimal affordability, enhancing the potential for long-term financial sustainability.

FIGHTING FOR INCLUSION: A SEAT AT THE TABLE FOR LGBTQ+ VISIBILITY AND HARM REDUCTION POLICIES

Through the expansion of The Rocket Fund, the Foundation will continue to meaningfully invest in efforts to confront the harmful stigma and discrimination that is experienced by vulnerable communities.

EJAF partners with faith leaders in the US South to turn back the tide of hate toward the LGBTQ+ community and implement the Prevention from the Pulpit Initiative (PFTP), a high-impact training program designed to increase competency among faith leaders, specifically LGBTQ+ faith leaders to effectively speak about HIV in their communities. This partnership is decreasing stigma and empowering communities to seek care, particularly within the Black and LGBTQ+ community.



Photograph By: Tony Kawimbe

Internationally, we are working with partners to combat homophobic policies where same-sex relationships are still criminalized. In Namibia, where same sex intimacy was criminalized under colonial rule, legal challenges driven by one of our partners resulted in a landmark ruling in 2024 to remove the criminalization of consensual same sex intimacy from Namibian law as it was inconsistent with the fundamental rights guaranteed in the Constitution of Namibia.

(Source: Humandignitytrust.org)

Despite this success, our work is not done. Across the globe, we continue to combat laws that perpetuate violence toward the LGBTQ+ community, inequitable access to HIV care, and harmful stigma.

The Foundation is also working to advance more supportive policies toward people who use drugs. Our partners in Thailand are working at multiple levels to increase access to HIV and harm reduction services. In addition to advocating for government funding for community-based organizations, our grantees are training media and legal professionals to decrease stigma and bring justice to marginalized communities.

These efforts are promoting inclusion and providing a critical seat at the table for community members to advocate for their visibility within existing systems – an important step in driving and enacting lasting change.

LEVERAGING GENEROSITY AND COLLABORATION TO EXPAND REACH

Built upon our strong reputation for effective stewardship, EJAF has a long history of convening stakeholders to leverage and amplify support from our funders, and to maximize the impact we have on vulnerable communities.

EJAF WORKS HARD TO MAINTAIN A TRACK RECORD OF EXCELLENT STEWARDSHIP OF FUNDS AND LOW OVERHEAD TO MAXIMIZE IMPACT TO OUR PARTNERS. EIGHTY-NINE PERCENT OF EVERY DOLLAR WE RECEIVE GOES DIRECTLY TOWARD GRANTMAKING TO SUPPORT COMMUNITIES MOST IN NEED.

In addition to partners in the private sector, we collaborate strategically with key impactful allies to achieve outcomes that are both measurable and scalable. EJAF works hand-in-hand with government agencies, private foundations, and health coalitions to:

- Build stronger systems and sustain healthy communities;
- Pioneer proven models that can be scaled;
- Respond efficiently as the global health ecosystem evolves

Based on the impressive results of our programs delivering care to young people in Kenya and South Africa, we leveraged \$23 million of new funding in 2024 alone from other international funders to help sustain, increase and scale this important work. And in Ukraine, where the conflict has caused great strain on the HIV response, we helped local partners to raise over \$1.7 million in grants and humanitarian aid.

Whether the Foundation is educating policy-makers, advancing new service delivery approaches, or supporting the introduction of new breakthroughs, we closely coordinate and collaborate with other major, global HIV donors.



Gates Foundation



The Foundation's partnerships are strategic, cost-efficient, and designed to maximize reach and impact across communities globally.

WE BELIEVE EVERYONE HAS THE RIGHT TO A HEALTHY LIFE, AND OUR WORK OVER THE LAST THIRTY YEARS IS PROOF THAT, AMIDST TREMENDOUS TUMULT, WE CAN POWERFULLY COME TOGETHER TO TACKLE THE WORLD'S MOST PRESSING CHALLENGES.

STAND WITH US AND CATALYZE REAL CHANGE FOR REAL LIVES ACROSS THE GLOBE.

We will only overcome this challenging time in the global HIV response by uniting our resources and voices to support communities in need of critical care.



Photograph By: Alessandro Mariscalo

With the future of the HIV response in jeopardy, we need an immediate and significant response from those in a position to help. Millions of lives are at stake, and the longer there are significant disruptions in the global HIV response, the higher the likelihood of a new wave of millions of entirely preventable infections.

We are standing firmly in our message of love, compassion, and hope toward those who are facing unfathomable fear and uncertainty in this pivotal moment. Together, we have the power to drive transformative change and create life-saving impact.

Please join us. For more information on supporting EJAF and becoming a member of The Rocket Fund Leadership team, please email rocketfund@eltonjohnaidsfoundation.org



Photograph By: Carol Allen-Storey



"I'M LOOKING FOR BOLD LEADERS TO STAND UP WITH ME. BECAUSE THIS IS REALLY HAPPENING. PARTS OF THE WORLD ARE BECOMING MORE DIVISIVE AND DANGEROUS. IT IS SENDING US BACKWARDS, AND DAMAGING ALL OF US, NO MATTER HOW WE IDENTIFY."

ELTON JOHN
FOUNDER, ELTON JOHN AIDS FOUNDATION

WE'RE LOOKING FOR LEADERS LIKE YOU TO JOIN US.

The Rocket Fund is our \$200M campaign redoubling our efforts to save lives and end stigma for good. We're expanding the Rocket Fund Council and Ambassadors now.

STAND ALONGSIDE ONE OF THE MOST INFLUENTIAL VOICES IN THE WORLD.

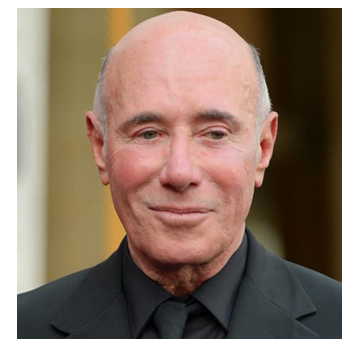
Join us in bringing chance to make the world more equitable and safe for all.



HELP END AIDS FOR ALL



HELP END LGBTQ+ STIGMA



HELP PROVIDE HEALTH EQUITY FOR ALL



BECOME A LEADER OF THE ROCKET FUND

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*Founding Level Distinction
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POWERED BY
ELTON JOHN AIDS FOUNDATION

**Support The Rocket Fund,
and together we can save lives.**

**TO LEARN MORE AND JOIN US, CONTACT:
ROCKETFUND@ELTONJOHNAIDSFOUNDATION.ORG**



eltonjohnaidsfoundation.org/rocketfund

EJAF is proud to be an excellent steward of support from our generous funding partners. We maintain the highest rating on Charity Navigator, and uphold high standards for efficiency, transparency, and accountability year-over-year to ensure maximized impact to communities in need:

