

Global AIDS Alliance

2004 Annual Report

The mission of the Global AIDS Alliance (GAA) is to galvanize the political will and financial resources needed to slow, and ultimately stop, the global AIDS crisis and reduce its impacts on poor countries hardest hit by the pandemic. Founded in 2001, we have carved out a leadership role in shaping AIDS policy discussions and mobilizing aggressive, coalition-based campaigns to break through entrenched bureaucratic inaction and speed the pace of the global response to HIV/AIDS.

Strategically focused on analyzing the issues, informing the media and policymakers, catalyzing diverse coalitions, and mobilizing grassroots activists nationwide, GAA has achieved considerable success in increasing funding and influencing AIDS policy—earning a well-deserved reputation for holding decision-makers accountable and encouraging concerned citizens to demand political action. We have also established strong relationships with major stakeholders, including the Global Fund to Fight AIDS, TB and Malaria, UNAIDS, World Health Organization, UNICEF, Partners in Health, and the United Nations Foundation, as well as with key decision-makers in the U.S. Congress and United Nations.

Here in the United States, it took years of persistent, informed advocacy to persuade federal officials to respond to the AIDS epidemic by creating and funding a wide range of programs in research, prevention, treatment, and care, and passing legislation to protect people with HIV/AIDS. The same committed advocacy is now required to mobilize the political will and financial resources needed to respond to the global AIDS crisis. Clearly, increased government commitment will be essential to implementing comprehensive, long-term solutions to the HIV/AIDS pandemic. But securing that commitment will require pressure from an engaged and energized American public.

“A few years ago, virtually no one was talking about global HIV/AIDS, much less insisting that the U.S. contribute one-third of the amount needed to address the pandemic. Today, thanks in large part to aggressive advocacy by the Global AIDS Alliance, the U.S. has significantly increased its investment in fighting global AIDS, and policymakers are beginning to grapple with critical issues such as debt relief and the orphans crisis. But much more remains to be done, and GAA is ideally positioned to take the fight to the next level—ensuring that AIDS policy remains firmly grounded in science and holding politicians’ feet to the fire.”
—*Stephen Lewis, United Nations Special Envoy for HIV/AIDS in Africa*

I. PROGRAM REPORT

During 2004, GAA combined media and public education with targeted coalition-building and grassroots mobilization in order to raise awareness and inspire activism in support of ongoing advocacy efforts to persuade U.S. policymakers and other decision-makers to implement a more comprehensive—less incremental—response to the global AIDS crisis. In addition, we continued to play a strategic leadership role in convening key stakeholders in the fight against AIDS to define priorities and catalyze action.

A. Challenging the Status Quo: Policy Analysis and Advocacy

Credible, well-researched policy analysis and aggressive, nonpartisan advocacy are central to GAA’s work. Working in partnership with allies in the HIV/AIDS and global health communities, we strive to fill critical gaps in policy analysis and shape the public debate, with the goal of ensuring that the U.S. adopts responsible global AIDS policies and significantly increases its investment in addressing the epidemic’s impact on impoverished countries. Specific policy activities include (1) preparing and distributing white papers and written testimony; (2) testifying before Congress and other decision-makers; and (3) meeting with key policymakers and their staff.

Highlights of our successful policy analysis and advocacy efforts during 2004 included:

- ◆ GAA scored a major victory in June 2004 with the passage in the House of Representatives of landmark legislation to address the needs of orphans and vulnerable children in a comprehensive way. Similar bills were also introduced in the Senate, where GAA helped secure the support of Sen. Richard Lugar (R-IN), Chairman of the Senate Foreign Relations Committee.
- ◆ GAA's advocacy helped secure language in the 2005 Foreign Operations Appropriations Bill providing start-up funding for the elimination of school fees, highlighting the importance of treatment for children with HIV/AIDS, and recommending that 10% of U.S. global AIDS funding be allocated to programs for orphans and vulnerable children.
- ◆ GAA produced a report in conjunction with the G8 summit in July 2004, calling on the U.S. to double its contributions to the Global Fund, and urging G8 nations to accelerate debt relief for heavily impacted poor countries and fulfill their commitment to ensuring universal access to basic education.
- ◆ Although unable to prevent Congress from reducing the U.S. allocation to the Global Fund, GAA helped secure an unprecedented \$2.9 billion in fiscal year 2005 funding to fight HIV/AIDS, tuberculosis, and malaria worldwide—a 21% increase over FY2004 and more than 240% increase over FY2003.
- ◆ GAA co-authored a September 2004 report titled "Blocking Progress," which analyzed how International Monetary Fund policies undermine the fight against AIDS by setting very low inflation targets that limit public spending on essential health care programs.
- ◆ GAA brought pressure to bear on the Bush administration, exposing efforts to block generic medications that are essential to expanding access to affordable AIDS treatment and highlighting other shortcomings of the President's Emergency Plan for HIV/AIDS Relief (PEPFAR).
- ◆ GAA utilized media exposure and grassroots pressure to ensure that the 2005 Congressional Budget Resolution did not reduce funding for AIDS programs. Activists working with GAA, Student Global AIDS Campaign, and Bread for the World effectively pressured Rep. Jim Nussle (R-IA) to restore nearly \$2 billion to international affairs funding in the 2005 budget.
- ◆ In Iowa, a GAA-led grassroots campaign persuaded Senator John Kerry to publicly pledge to double President Bush's commitment to global HIV/AIDS and provide \$30 billion to fight AIDS by 2008. Subsequent work to persuade debate organizers to address HIV/AIDS resulted in the issue coming up in the Vice Presidential debate.

B. Convening Key Stakeholders: Strategic Leadership

Since its founding, the Global AIDS Alliance has established strong working relationships with key stakeholders, including the Global Fund to Fight AIDS, TB and Malaria, UNAIDS, World Health Organization, UNICEF, Partners in Health, and the United Nations Foundation, as well as with key decision-makers in the U.S. Congress and United Nations. Over the past year, we continued to play a strategic leadership role in convening these and other stakeholders in the fight against AIDS to define priorities and catalyze action, as described below:

- ◆ GAA worked closely with key stakeholders to galvanize support for the World Health Organization's "3-by-5" campaign to make antiretroviral treatment available to 3 million people in developing countries by the end of 2005, and played a key role in securing an appropriation for WHO in the 2005 federal budget.
- ◆ In partnership with UNAIDS and the Global Fund to Fight AIDS, TB and Malaria, GAA began work on an independent technical feasibility study of Global Fund debt conversion, or the conversion of foreign debt into investments in the Global Fund or local Global Fund-approved programs.

- ◆ With support from the World Health Organization, GAA laid the groundwork for a consultative “Global ARV Watch” mechanism that will watchdog progress in accelerating treatment access.
- ◆ GAA continued to work with the African Union and AIDS Watch Africa to help them design and implement a continent-wide strategy to stop AIDS and mitigate the orphans crisis.
- ◆ In November 2004, GAA convened a leadership action summit of high-level representatives from nearly 50 major HIV/AIDS, development, and faith-based organizations to develop strategies for maintaining, and hopefully increasing, U.S. funding for global HIV/AIDS in the coming year.

C. Shaping the Public Debate: Media Outreach and Public Education

Media outreach is essential to focusing public attention on HIV/AIDS, shaping the public debate, and encouraging policymakers to take concrete action. By getting our facts straight and taking a principled stance, GAA has established itself with major national and international media and other opinion-leaders as a credible source of policy analysis and recommendations. Our media outreach activities include (1) timely press releases, with strategic distribution to key opinion-makers; (2) briefing documents to ensure coverage of HIV/AIDS issues; and (3) speaker tours with international HIV/AIDS experts. In addition, GAA organizes strategic media campaigns around key events in order to counter the ideological “spin” generated by the U.S. government and others— organizing press conferences and briefings on Capitol Hill and aggressively placing op-eds in national and local media.

Highlights of our successful media outreach efforts during 2004 included:

- ◆ GAA produced a media briefing in conjunction with President Bush’s 2004 State of the Union Address, analyzing the shortcomings of the President’s Emergency Plan for HIV/AIDS Relief and urging the Administration to make a fair-share commitment to the fight against AIDS, including the Global Fund.
- ◆ GAA helped ensure that media coverage of the 15th International AIDS Conference in July 2004 highlighted the lack of adequate U.S. support for the Global Fund, the need for a comprehensive HIV prevention strategy, and the importance of access to generic AIDS medications. Our perspective was reported by Agence France Presse, American Prospect, Associated Press, Newsday, New York Times, Orlando Sentinel, San Francisco Chronicle, United Press International, Washington Post, and Washington Times, and on CNN, PBS, WAMU-FM, and WNYC-FM.
- ◆ GAA’s critique of the Bush administration’s effort to reduce the U.S. contribution to the Global Fund during the final weeks of the 108th Congress was covered by the San Francisco Chronicle and National Public Radio, among others.

GAA also produced several reports on issues related to global HIV/AIDS policy and funding, including:

- Update on Congressional Action on AIDS (December 2004)*
- Issue Briefing for World AIDS Day 2004 (December 2004)*
- Spotlight on U.S. Policy at the 15th International AIDS Conference (July 2004)*
- Spotlight on Need for Increased Support for the Global Fund at the G8 Summit (June 2004)*
- State of the Union Address: One-Year Anniversary of the Bush Administration’s Pledge for Emergency Action to Fight Global AIDS (January 2004)*

In conjunction with our media outreach, GAA seeks to educate and engage the public, primarily through our website at www.globalaidsalliance.org. During 2004, we distributed regular email alerts and e-newsletters to keep supporters up to date on our programs and progress in the fight against HIV/AIDS. In addition, an online action center enables individuals to email Congress, the White House, and other decision-makers on specific policy issues. Over the past year, GAA’s website was significantly upgraded to provide greater functionality and more substantive content. We also kept the public up to date on global HIV/AIDS issues with regular communications on three major listserves.

D. Catalyzing Diverse Alliances: Coalition-Building

Coalition-building is central to GAA's efforts to mobilize Americans in support of a comprehensive response to the global AIDS crisis, and GAA works closely with our colleagues in the HIV/AIDS and international development communities to strengthen our grassroots organizing work and lend additional weight to our advocacy recommendations. In particular, the Stop Global AIDS campaign (www.stopglobalaids.org) launched in 2001 continues to advocate for a fair-share U.S. contribution to global HIV/AIDS programs; universal access to HIV/AIDS treatment and support services; and accelerated reduction of the debt burden that prevents many poor nations from devoting more resources to HIV/AIDS.

In addition, GAA seeks to activate groups that have not been previously engaged on HIV/AIDS but are working on related issues, such as child survival, universal basic education, and reproductive health, and to mobilize domestic AIDS activists on global issues. Our coalition-building activities include (1) developing joint messaging and communications strategies; (2) organizing ad hoc campaigns around specific issues or policy initiatives; and (3) assisting our partners in mobilizing their constituencies in support of GAA's advocacy goals.

Highlights of our successful coalition-building efforts during 2004 included:

- ◆ GAA spearheaded the creation of a new Global Action for Children coalition, which was instrumental to securing congressional support for legislation to address the crisis of orphans and vulnerable children.
- ◆ GAA played a leadership role in supporting an expanded Keep A Child Alive campaign that seeks to deliver antiretroviral treatment and support services directly to children and families in impoverished countries and galvanize grassroots support for WHO's "3-by-5" initiative. Our involvement helped ensure the support of key partners, including the AIDS Healthcare Foundation, MAC AIDS Fund, Oprah Winfrey Foundation, UNICEF, U.S. Fund for UNICEF, and the World Health Organization.
- ◆ GAA began efforts to strengthen alliances with organizations working on both sexual and reproductive health and basic education issues.

E. Empowering Citizen Activists: Grassroots Mobilization

Polling indicates that a majority of Americans support increased U.S. contributions to international institutions and organizations to combat AIDS. And the Global AIDS Alliance is well-positioned to translate this public support into an activist constituency by strategically linking targeted grassroots mobilization with the media and public education activities described above. Such grassroots activism is critical to creating and sustaining the political momentum needed to ensure that the U.S. commits adequate resources to the fight against global AIDS.

GAA's grassroots mobilization efforts target states whose Senators and Representatives are well-positioned to advance GAA's policy goals by virtue of their leadership positions or committee assignments. Within these target states, GAA focuses on core constituencies, including faith-based organizations, African Americans, women, and students. We also work closely with our partners in the Stop Global AIDS and Global Action for Children campaigns to help mobilize their constituencies in support of GAA's policy goals. Specific mobilization activities include (1) teaching local activists the fundamentals of advocacy, including how to contact elected officials and other decision makers; how to write and publish letters to the editor and op-eds; and how to influence the budget and appropriations processes; (2) developing trained teams that can monitor and respond to AIDS-related news developments and cultivate relationships with local and statewide media; and (3) organizing community education forums at workplaces, schools, colleges and universities, houses of worship, and other civic organizations.

Highlights of our successful grassroots mobilization efforts during 2004 included:

- ◆ GAA conducted a September 2004 speaker tour of college campuses and churches in Ohio and Kentucky, which secured extensive media coverage and energized hundreds of grassroots activists.

- ◆ Public education materials were distributed to nearly 2,000 grassroots activists in California, Indiana, Kentucky, New York, Ohio, Pennsylvania, and other states whose legislators play a key role in determining global AIDS funding.
- ◆ GAA activists in Kentucky organized public events, and community leaders in Arizona and New York met with key legislators.

II. FINANCIAL REPORT

The following financial statements outline the Global AIDS Alliance's total income and ending net assets for the fiscal year ended December 31, 2004, as well as our statement of functional expenses.

FY2004 Statement of Activities

	<u>Temporarily Unrestricted</u>	<u>Restricted</u>	<u>2004 Total</u>
<u>Revenue:</u>			
Contributions and grants	\$175,252	\$1,111,317	\$1,286,569
Contributions (in-kind)	37,500	—	37,500
Fiscal sponsorship fees	37,789	—	37,789
Net assets released due to satisfaction of program restrictions	<u>856,158</u>	<u>(856,158)</u>	=
TOTAL REVENUE	\$1,106,699	\$255,159	\$1,361,858
<u>Expenses:</u>			
Program services	\$1,057,026	—	\$1,057,026
Management and general	34,209	—	34,209
Fundraising	<u>71,004</u>	=	<u>71,004</u>
TOTAL EXPENSES	\$1,162,239	—	\$1,162,239
Change in net assets for the year	(\$55,540)	\$255,159	\$199,619
Net assets, beginning of year	<u>\$52,112</u>	=	<u>\$52,112</u>
<u>NET ASSETS, END OF YEAR</u>	<u>(\$3,428)</u>	<u>\$255,159</u>	<u>\$251,731</u>

FY2004 Statement of Expenses by Functional Areas

	<u>Program Services</u>	<u>Management and General</u>	<u>Fundraising</u>	<u>2004 Total</u>
<u>Expenses:</u>				
Salaries	\$294,704	\$22,995	\$17,644	\$335,343
Fringe benefits	34,821	2,736	2,102	39,659
Grants	105,638	—	—	105,638
Consulting	19,915	2,684	30,755	53,354
Rent	6,585	518	397	7,500
Insurance	2,937	231	177	3,345
Program expenses	503,184	—	231	503,415
Fundraising expenses	—	—	15,822	15,822
Equipment and supplies	5,054	397	305	5,756
Repairs and maintenance	2,179	171	132	2,482
Subscriptions	1,135	89	69	1,293
Telephone and internet	12,059	948	728	13,735
Travel and entertainment	25,044	—	—	25,044
Postage and delivery	1,898	149	115	2,162
Printing and reproduction	1,927	152	116	2,195
Miscellaneous	3,682	289	222	4,193
Depreciation	<u>3,339</u>	<u>262</u>	<u>202</u>	<u>3,803</u>
	\$1,024,101	\$31,621	\$69,017	\$1,124,739
<u>In-kind contributions:</u>				
Rent	<u>\$32,925</u>	<u>\$2,588</u>	<u>\$1,987</u>	<u>\$37,500</u>
<u>TOTAL</u>	<u>\$1,057,026</u>	<u>\$34,209</u>	<u>\$71,004</u>	<u>\$1,162,239</u>

III. ORGANIZATIONAL STRUCTURE

The Global AIDS Alliance's staff and Board of Directors as of December 31, 2004, are listed below:

Staff

Dr. Paul Zeitz, *Executive Director*
David Gartner, *Policy Director*
David Bryden, *Communications Director*
Catherine Lemp, *Development Director*
Kate Fleming, *Program Associate*

Board of Directors

Kelly O'Brien, *Chair*
Wilhelm & Conlon Public Strategies

Rev. Mpho Tutu, *Vice Chair*
Christ Church (Alexandria, Virginia)

Charles Stephenson, *Secretary*
Constituency for Africa

Michael Bauer, *Treasurer*
People for the American Way

Paul Boneberg
Global AIDS Action Network

Dr. Paul Farmer
Partners in Health

Milly Katana
Health Rights Action
Commission on HIV/AIDS and Governance in Africa

Pauline Muchina
Circle of Concerned African Women Theologians
Population Action International

Keith Raffan
The Scottish Parliament (Member, May 1999 to January 2005)

Joe Solmonese
Human Rights Campaign

Dr. Paul Zeitz, *President*
Global AIDS Alliance

For more information on the Global AIDS Alliance, or a copy of our 2004 audited financial statements, please contact Global AIDS Alliance, 1225 Connecticut Avenue, NW, 4th Floor, Washington, DC 20036, or email info@globalaidsalliance.org.