

#FightForWhatCounts

 resultsCanada.ca/campaign/campaign-2/



The Global Fund is one of the best and kindest things people have ever done for one another. It is a fantastic vehicle for scaling up the treatments and preventive tools we have today – to make sure they reach the people who need them.

– Bill Gates, Cofounder, Bill & Melinda Gates Foundation

In 2002, in an act of extraordinary global solidarity and leadership, the world came together to create a global health organization called the [Global Fund](#) to fight what were then the deadliest pandemics confronting humanity: HIV and AIDS, tuberculosis (TB) and malaria. Over the 20 years that followed, this unique partnership has invested more than USD\$53 billion, saving 44 million lives and reducing the combined death rate from the three diseases by more than half in the countries in which it invests. What appeared to be unstoppable deadly diseases were beat back through the unprecedented and meaningful partnerships of governments, civil society, technical agencies, the private sector, and affected communities.

Behind the huge numbers of lives saved lie a multitude of individual human stories. The 44 million people alive today because of the work of the Global Fund include parents who care for their children, employers and workers that build thriving economies, neighbours and friends that contribute to their communities. They are [people like Carlyne](#), who was 17 when she found out she was HIV-positive, but admits she was in denial about her status. She refused to take any treatment until she found out she was pregnant two years later. With support from the Global Fund she started taking treatment to protect her son and is now a peer educator in Kenya. Every life saved and every infection averted has had a multiplier effect.

about HIV/AIDS

The **human immunodeficiency virus** (HIV) targets the immune system and weakens defense against many infections and some types of cancer. As a result, HIV has claimed 36.3 million lives to date. The most advanced stage of HIV infection is **acquired immunodeficiency syndrome** (AIDS), which can take years to develop. There is no cure for HIV infection. However, with increasing access to HIV prevention, diagnosis, and treatment, HIV infection has become a manageable chronic health condition, enabling people with HIV to lead long and healthy lives.

about tuberculosis (TB)

Before COVID-19, TB was the world's leading infectious disease killer, claiming around 1.4 million lives every year. TB is an airborne infectious disease caused by bacteria that primarily affects the lungs. As a disease that is strongly linked to the social and physical environments that surround people, TB disproportionately affects people living in poverty. The continued existence of TB shows just how persistent inequities are within global health.

about malaria

Malaria is a disease caused by a parasite spread by certain types of mosquitoes. Despite being preventable and curable there were 241 million malaria cases and an estimated 627 000 deaths in 2020 alone. Pregnant women and children are most at risk with children under 5 accounting for 77% of all malaria deaths worldwide. The WHO African Region carries a disproportionately high share of the global malaria burden (95% of cases and 96% of deaths).

For the first time in the Global Fund's history, we have lost ground in the fight against these epidemics and the entire United Nations Sustainable Development Goals (UN SDGs) agenda is now at risk, as inequities deepen, poverty spirals and social and political tensions grow. The Global Fund has rallied against unthinkable challenges in years past and has the knowledge, expertise, and global networks necessary to respond to the pandemic, recover from its effects, and prepare for future threats. That's why we are kicking off a multi-month campaign with partners and communities around the world to rally alongside the Global Fund's [#FightForWhatCounts](#) campaign. We know that the Global Fund is our ticket to enacting the high-impact actions needed to realize our 2022 advocacy plan for [#TheWorldWeNeed](#).

It has been two decades since the launch of the Global Fund, and we need another awe-inspiring moment of global solidarity and leadership. Hard-won gains against HIV, TB, and malaria are being lost, with devastating consequences for the poorest communities. The pandemic has diverted resources, disrupted services, and overwhelmed health and community systems that are essential for effective HIV, TB, and malaria programming.

impact of COVID-19 on HIV/AIDS, TB, and malaria

For the first time in 20 years, we have seen declines in the outcomes of programs treating HIV/AIDS, TB, and malaria due to COVID-19-related disruptions.

- HIV testing fell by 22% and prevention services by 11%. People are missing out on lifesaving medicine that enables people who are HIV-positive to live healthy lives and prevents them from passing the disease to others.
- TB deaths have increased, fueled by a surge in the number of undiagnosed and untreated cases. Overall, the number of people being treated for TB fell by over 1 million, meaning people are not getting the treatment they require.
- Malaria deaths and cases increased significantly in 2020. New estimates suggest a child is dying nearly every minute. Malaria testing fell by 4%.

The Global Fund's upcoming Seventh Replenishment is the world's opportunity to rise to the challenge and contribute to strengthening global systems for a healthier, more equitable, pandemic proofed world. Their recently released [Investment Case](#) sets the fundraising target and outlines the rationale for donors like Canada to invest to [#FightForWhatCounts](#). It details how raising at least USD\$18 billion would:

- save 20 million lives, reducing the mortality rate by 64% across the three diseases;
- avert more than 450 million infections, reducing the incidence rate by 58% across the three diseases;
- yield a return on investment of 1:31, with every dollar invested resulting in USD\$31 in health gains and economic returns.

Canada's commitments to Global Fund replenishment

Like many multilateral global health mechanisms, the Global Fund raises funds in 3-year cycles known as "[replenishments](#)". Canada has been a strong supporter of the Global Fund since the partnership began. The last replenishment in 2019 raised USD\$14 billion, of which Canada contributed [CAD\\$930.4 million](#). Then, we were already off track on the quests to end AIDS, TB, and malaria. Now, given the unprecedented setbacks caused by COVID-19 in the fight against the three diseases, we must increase our ambition. The Global Fund's total target for the Seventh Replenishment is to raise USD\$18 billion.

By making sure donors like Canada invest ambitiously in the Global Fund's Seventh Replenishment, we can turbocharge progress in the fight against HIV, TB, and malaria, regaining ground lost during the pandemic and getting back on track toward finally ending these three epidemics by 2030. We can also deliver a step change in pandemic preparedness, strengthening the overall resilience of systems for health by investing in their capacities to prevent, detect and respond to new health threats. By taking an integrated approach to the pursuit of these two complementary objectives, we can maximize the impact of every dollar.

The ask: Canada must invest CAD\$1.2 billion in the Global Fund to Fight AIDS, Tuberculosis and Malaria ahead of the Seventh Replenishment conference, to recover from the devastating impacts that COVID-19 has had on these longstanding epidemics, and strengthen systems for health to build a healthier, more equitable, pandemic proofed world.

why CAD\$1.2 billion?

CAD\$1.2 billion is the largest amount Canada would have ever committed to any international financing institution for health, but we know that this level of ambition is critical if we want to get the world back on track to end AIDS, TB, and malaria while recovering from COVID-19. See why we chose this specific amount:

- The Seventh Replenishment total ask is a 28% increase (US\$18 billion) from its ask at the Sixth Replenishment in 2019. In 2019, Canada pledged its fair share at 5% of the total USD\$14 billion ask. To contribute its fair share in this replenishment, Canada must increase its investment by about 30%, amounting to CAD\$1.2 billion.
- The projected resource needs for HIV, TB, and malaria for 2024-2026 in countries where the Global Fund invests has increased 29% beyond the current three-year period (2021-2023).
- The United States, the largest donor of the Global Fund and host of the Seventh Replenishment, recently announced its intention to pledge USD\$6 billion (28.5% increase from the Sixth Replenishment), covering one-third of the Global Fund's USD\$18 billion ask. By law, the U.S. cannot commit more than one-third of the total funding, meaning that if other donors such as Canada do not meet this level of ambition, then the full pledge from the U.S. will not be secured.
- Canada's investment would yield a return of 1:31 with every dollar invested in the Global Fund resulting in USD\$31 in health gains and economic returns, advancing the overall SDG agenda for fighting the three diseases.

Watch the recording of our call-to-action Q&A - our Policy and Advocacy Officer Leigh Raithby explains how you can make an impact ahead of the the Global Fund Replenishment Conference.

our multi-month campaign

results



Watch Video At: <https://youtu.be/EJhm-LJCFwU>

latest call-to-action updates

- **#StopTheDeadlyDivide (March 2022):** For #WorldTBDay on March 24, Results Canada volunteers ensured over 40 landmarks across Canada lit up in red to show solidarity with those affected by TB in Canada and around the world. The Honourable Minister of International Development, Harjit Sajjan also announced his support for TB REACH as part of a Results Canada event.
- **#RaiseYourHand (June 2021):** On March 30 and 31, Canada hosted the Together for Learning Summit: Engaging Displaced Youth to Transform Education, which set an agenda for the future to make sure that refugee, other forcibly displaced, and host community children and youths have access to quality education and lifelong learning opportunities.



Rosemary Wanjiru

When COVID-19 arrived in her community, it changed everything – without much notice, her daily work was putting her and her family at risk.

As a community health worker in Nairobi's Soweto Village, fighting TB in the time of COVID-19 has meant making impossible choices. Rosemary Wanjiru experienced being torn between keeping herself and her family safe at home or going out to see patients, who desperately needed her help. The mother of two has dedicated more than 18 years of her life to volunteerism, supporting her community in fighting infectious diseases such as HIV and TB.

Learn more about [Rosemary's story](#).

Meet more of our [champions](#).

resources

- [Global Fund Investment Case](#)
- [Global Fund Results Report 2021](#)

- [GFAN Advocacy Brief: Advocacy Briefing on Global Fund Investment Case](#)
- [#FightForWhatCounts printout of current call-to-action](#)



Watch Video At: <https://youtu.be/Hy9rkBPtRfU>

key dates

April 7, 5:30pm ET: [Call-to-action Q&A](#)

April 7: [World Health Day](#)

April 4-8: [World Healthcare Worker Week](#)

April 22: [Earth Day](#)

April 24-30: [National Volunteer Week](#)

April 24-30: [World Immunization Week](#)

April 24: [Results Canada Webinar - #TheWorldWeNeed: let's fight for what counts](#)

April 25: [World Malaria Day](#)

Check out our full [key dates calendar](#)

key words

Global Fund to Fight Aids, Tuberculosis and Malaria

COVID-19

Tuberculosis

Malaria
HIV AIDS
Health system strengthening
Recovery
Canadian Aid

hashtags

#Canada4Results
#TheWorldWeNeed
#EndCovidEverywhere
#PandemicProof
#StopTheDeadlyDivide
#Budget2022
#ACTogether
#CanadianAid
#Cdnpoli

tags

[@ResultsCda](#)
[@HarjitSajjan](#)
[@JustinTrudeau](#)
[@CanadaDev](#)
[@GlobalFund](#)
[@GFAN_Africa](#)

register for lobby week

 resultscanada.ca/action-button/register-for-lobby-week-campaign-2/



Call-to-action summary:

Our call-to-action for April kicks off our multi-month campaign with partners and communities around the world to rally alongside the Global Fund to Fight AIDS, Tuberculosis and Malaria's #FightForWhatCounts funding replenishment campaign. We know that the Global Fund is our ticket to enacting the high-impact actions needed to strengthen global systems for a healthier, more equitable, pandemic-proof world.

[read full call-to-action](#)

Results Canada is hosting a Week of Action from May 30 to June 3, where you will have the opportunity to meet virtually with Members of Parliament (MPs) and Senators, alongside other Results volunteers and partner organizations to discuss the Global Fund's Seventh Replenishment. During our Week of Action, you will speak to decision-makers directly on how we can make a healthier world for all right before parliamentarians leave Parliament for the summer months.

Here's what you need to know:

- You do not need any previous experience with parliamentarians to be able to participate
- Results Canada will organize the meetings and connect you with a group of up to X fellow advocates who will participate in the meeting with you
- There will be a mandatory prep session ahead of the Week of Action
- Our Parliamentary Affairs team will be available to answer questions

If you wish to participate in Results Canada's 2022 Week of Action, please **register by May 1.**

write a letter to the editor (LTE)

results.canada.ca/action-button/write-a-letter-to-editor-campaign-2/



take action now!

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[read full call-to-action](#)

letter to the editor \ (LTE)

: a letter written to a newspaper, magazine or other periodical about issues of concern to readers, usually intended to be published in the paper/periodical

As we kick off our multi-month campaign in support of the Global Fund's Seventh Replenishment, we encourage you to write a letter to the editor that asks Canada to make an ambitious investment. As a hook, use World Malaria Day to tell Canada that you are counting on them to make an ambitious pledge in support of the Global Fund's seventh replenishment in fall 2022.

Include information on how the Global Fund has rallied against unthinkable feats in years past and has the knowledge, expertise, and global networks necessary to respond to the pandemic, recover from its effects, and prepare for future threats. To learn more about the Global Fund and why the Seventh Replenishment is so important, read our [full call-to-action page](#).

Be sure to send your LTE to your local [community papers](#) for the best chance of being published.

The ask: Canada must invest CAD\$1.2 billion in the [Global Fund to Fight AIDS, Tuberculosis and Malaria](#) ahead of the [Seventh Replenishment conference](#), to recover from the devastating impacts that COVID-19 has had on these longstanding epidemics, and strengthen systems for health to build a healthier, more equitable, pandemic proofed world. Use our instructions, tips, and resources below to write your LTE and get it published in the media.

follow these step-by-step instructions to write an LTE

Volunteers on average spend 1-2 hours researching and planning, 30 minutes writing their draft and 15 minutes submitting it to newspapers.

1. Read our current [call-to-action](#) and note the “ask”.
2. Research the current issue reading the news or external reliable sources (e.g., the World Health Organization).
3. Draft your LTE. It doesn't have to be perfect, and you don't have to be an expert to have an opinion.
 - o Create an outline of your letter using the [EPIC format](#).
 - o Keep it short – 150-200 words. Being clear and concise will increase your chances of getting published.
 - o Focus on your perspective and speak from the heart while supporting your opinion with evidence from our [call-to-action](#) and/or your research.
 - o Remember to state the problem early on and include a solution to the issue which is usually the “ask” in the [call-to-action](#).
 - o Write a catchy title that will draw the reader in.
 - o Review your draft to make sure you are using respectful and inclusive language – see our anti-oppression best practices.
4. Decide if you are sending your LTE to one or many newspapers. If you're emailing multiple newspapers, put their addresses in the BCC field. Use our database of [editors' emails](#) for options.
5. Press 'send' – congratulations! Tell your Group Leader you've submitted an LTE. If you are not part of a group, consider [joining one](#).
6. Send your LTE draft to your [Member of Parliament \(MP\)](#) to let them know your opinion.

did you get published?

1. Do an internet search of your name and a key sentence from your LTE for a few weeks after you submit if the newspaper editor didn't notify you that they picked up your LTE.
2. If you got published, complete the "I got published in the media" [form](#).
3. Share it on social media by using [#Canada4Results](#), plus tagging [@ResultsCda](#) and your [Member of Parliament](#).
4. Keep submitting LTEs on future calls-to-action and you could become a [publishing expert like Dena](#).

secret tips

- Look at our latest [learning session on LTEs](#) (15 mins).
- Get more traction by connecting your LTE to a newsworthy topic or hook that inspires you - refer to our [key dates, hashtags, tags, and keywords](#).
- Respond to a recently published article as a hook for your LTE.
- Collaborate with other volunteers. Nothing is stopping you from submitting a co-written LTE!
- Speak another language? Send your LTE to community newspapers published in that language.
- Consider [writing an op-ed](#) if you have lots of research material and 200 words isn't enough!

see an example of an LTE

Pay more attention to growing poverty

I am writing this from a suburban neighbourhood with a roof over my head and access to clean running water. I have the means to pay my tuition and had easy access to two doses of the COVID vaccine. It is a privilege that I am writing about poverty and not living it.

The International Day for the Eradication of Poverty, Oct. 17, goes all the way back to 1987. On this day, many gather to show solidarity for those in need. Poverty is a violation of human rights yet the quest to end poverty has experienced a huge setback. According to the World Bank, global extreme poverty rose in 2020 for the first time in more than 20 years as the pandemic exacerbated climate change and conflicts. The Bank estimates that 120 million additional people are living in poverty as a result of the COVID-19, with the total expected to rise to about 150 million by the end of this year.

These numbers represent by far the biggest blow since extreme poverty rates began to decline in the 1990s, impacting not only income but health care, the quality of education, nutrition, access to clean water, and the battle against other epidemics.

As a society, we are constantly focusing on our jobs, school, etc. I am guilty of this as well. I try to challenge myself to do research on our global issues. We should all spend Oct. 17 donating and advocating for this cause and educating ourselves to learn how we can all help all year-round. No action or sum is too small.

Istahill Daoud, Ottawa, Publication date: Oct 16, 2021, [The Ottawa Citizen](#)

See more [published volunteer LTEs](#).

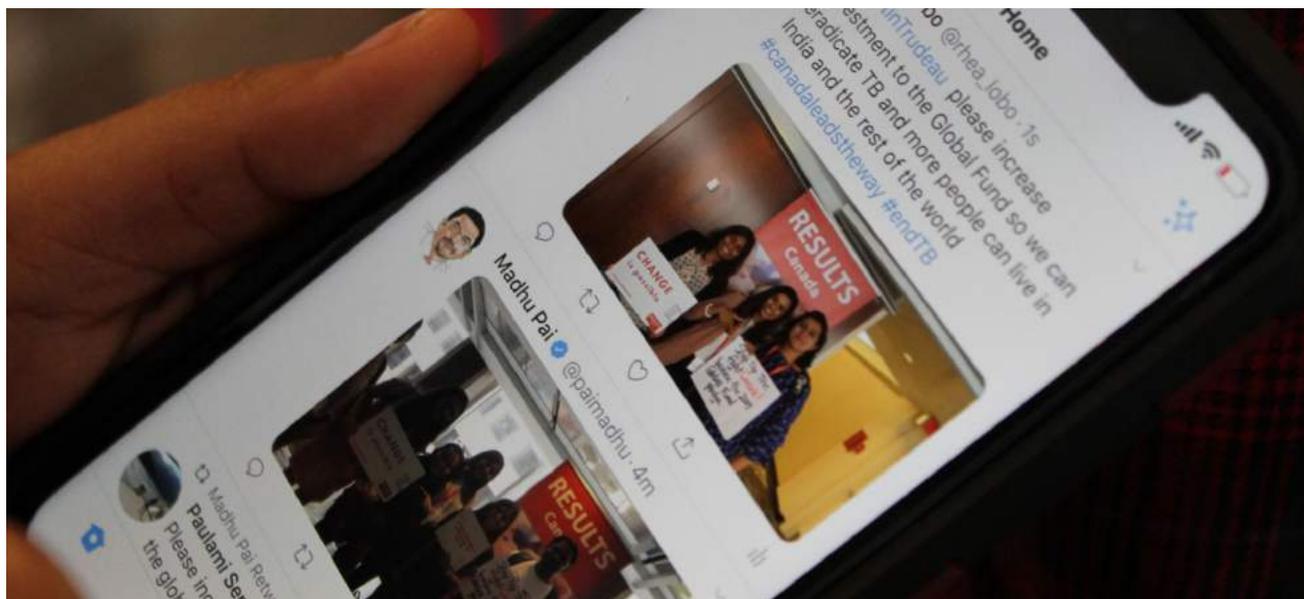
See all our [resources](#) to help you write your LTE, along with key dates, hashtags, tags and keywords found on our [call-to-action](#) page.

Before volunteering with Results, I was so intimidated to write a letter to the editor but they gave me the tools to write one about immunizations and it ended up getting published! I feel so empowered to continue making a difference.

– Megan, Results Canada volunteer

use your voice on social media

resultscanada.ca/action-button/use-social-media-campaign-2/



Call-to-action summary:

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[read full call-to-action](#)

The [Global Fund to Fight AIDS, Tuberculosis and Malaria](#) has rallied against inconceivable feats in years past and has the knowledge, expertise, and global networks necessary to respond to the pandemic, recover from its effects, and prepare for future threats. That's why we are kicking off this multi-month campaign with partners and communities around the world to [#FightForWhatCounts](#). We know that the Global Fund is our ticket to enacting the high-impact actions needed to realize [#TheWorldWeNeed](#).

Use your voice on social media to tell Canada that you are counting on them to make an ambitious pledge in support of the Global Fund's seventh replenishment. Consult the [Global Fund's Investment Case](#) for more information to help you write your own social media posts.

The ask: Canada must invest CAD\$1.2 billion in the [Global Fund to Fight AIDS, Tuberculosis and Malaria](#) ahead of the [Seventh Replenishment conference](#), to recover from the devastating impacts that COVID-19 has had on these longstanding epidemics, and strengthen systems for health to build a healthier, more equitable, pandemic proofed world.

Tweet instantly:

Canada must invest CAD\$1.2 billion in the @GlobalFund ahead of the 7th Replenishment conference to recover from the devastating impacts of #COVID19 & build a healthier, more equitable, pandemic proof world. #Canada4Results #FightForWhatCounts #TheWorldWeNeed

Instagram/Facebook/LinkedIn post:

Since 2002, the Global Fund to end AIDS, TB, and malaria has invested more than USD \$53 billion, saved 44 million lives, and reduced the combined death rate from the three diseases by more than half in the countries in which it invests. As #COVID19 continues to impact hard-won gains against HIV, TB, and malaria, we need another awe-inspiring moment of global solidarity and leadership.

Canada must invest CAD\$1.2 billion in the Global Fund ahead of the Seventh Replenishment conference, to recover from the devastating impacts that COVID-19 has had on these longstanding epidemics, and strengthen systems to build a healthier, more equitable, pandemic proofed world. #Canada4Results #FightForWhatCounts #TheWorldWeNeed





#FightForWhatCounts

As COVID-19 continues to impact hard-won gains against HIV, TB, and malaria, we need another awe-inspiring moment of global solidarity and leadership

[view all our photos and social media images](#)

If you prefer to write your own tweet or post, use our instructions, tips, and resources below.

1. Familiarize yourself with our current [call-to-action](#).
2. Connect our call-to-action, and support your opinion with a newsworthy topic or hook that inspires you. Try these ideas:
 - refer here to our [key dates, hashtags, tags, and keywords](#)
 - do internet research, read the latest news articles, or use external resources
 - refer to [Twitter](#) and our [Social Media Wall](#) to see posts from volunteers and others
3. Login to your profile on social media. If you need help, consult our [social media tips](#) for Twitter, Facebook, and Instagram
4. If your MP, a Minister or the Prime Minister has social media, you can find their details [here](#).
5. Write your post and personalize it so that it's meaningful to you. Consider these ideas:
 - consult [your tools](#) to learn how to use social media powerfully
 - include [@ResultsCda](#) in your post so that we can help amplify your voice
6. Hit post and ask your friends to help you spread the word by sharing, commenting and liking.
7. If you belong to a Results group, let your Group Leader know that you took action on social media. If you are not part of a group, consider [joining one](#)! Until then, fill out this "actions taken" [online form](#).

read our top tips

1. Be catchy
2. Be bold and respectful
3. Post frequently
4. Always tag [@ResultsCda](#) so that we can help amplify your message. If space allows, include the hashtag [#voices4results](#)

secret tip

When posting on social media, be genuine and speak from the heart. People want to connect with other human beings online, so be yourself and it'll help you get your message across!

See all our [resources](#) to help you use social media, along with key dates, hashtags, tags and keywords found on our [call-to-action](#) page.

All of our voices together can change the world and the lives that others live.
–Clarecia Christie, former Results Canada board member