



REPORT OF THE RESOURCE MOBILIZATION COMMITTEE

Outline: This report from the Resource Mobilization Committee highlights its key deliberations, pending actions and its recommendations to the Board from its meeting on 24 and 25 September.

Summary of Decision Points:

1. The Resource Mobilization and Communication Committee supports the resource mobilization approach taken by the Secretariat as outlined in the Board paper GF/B6/5 and requests Board endorsement of this approach.
2. The RMC Committee recognizes the potential for substantial contributions in the form of in-kind donations. The committee stresses the urgent need to develop guidelines for donations in kind and for pro-bono contributions by the private sector. The committee proposes to the Board that the RMCC and PMPC set down a joint working group to do this.

Part 1: General Conclusions of the RMCC

1. The Secretariat should coordinate its resource mobilization needs, messages and activities with its partners to minimize competition and confusion.
2. The Resource mobilization strategy should be annexed with a work plan in the form of a matrix which will include separate plans for resource mobilization and communication, specifying for each component goals, strategies, activities, timeframe and results and indicators (see Annex 1).
3. The Secretariat should support the implementation of an international network of local and national associations: the "Friends of the Fund", supporting and promoting the Global Fund. The Board should ask the NGOs Constituencies and the Private Sector Constituency to assist the Secretariat and the Executive Director to implement this decision.
4. The Secretariat should propose to the RMCC at its next meeting a list of potential Goodwill Ambassadors for the Global Fund.
5. The Committee recommends that the work of the external relations unit should take place within the following framework: **Governments:** Donors and Recipients; **Private sector:** Foundations and Corporations; **NGOs;** **Communities.** The strategy laid out in Board Paper GF/B6/5 should be formulated so that clear actions towards each of these target groups are laid out.

Part 2: Update of External Relations strategy, and on activities since Fifth Board meeting

1. The Board paper on External relations (GF/B6/5) was presented by the secretariat, highlighting that Resource mobilization was a principal operation of the Global Fund, focusing both on public and private sector contributions, to enable the Fund to fulfil its purpose. It separates strategy for public sector, private sector and communications, respectively.

A. Governments:

2. The RMC Committee recommended the following in order to seek new contributions.
3. The Secretariat needs to retain, increase and expand the interest and support of the population in donor countries to help governments maintain and increase financial contributions and to build up an individual donor base.

4. The secretariat should increase its activities towards OECD countries which have not yet significantly financially supported the Global Fund, highlighting the innovative mechanism represented by the Global Fund as a global response to the three diseases. In addition, the CCM structure, which allows active participation of bilateral cooperation at all stages, should be emphasized during discussions with donors.
5. It was recommended to further develop a strategy on how to work with NGOs in industrialized countries in order to scale up efforts and mobilize civil society and governments. The need to ensure close coordination with other multilateral and bilateral initiatives was highlighted as key to success in raising resources on the long-term. Recipient countries should be encouraged to provide results and progress in programs, as this will promote further contributions by donors.

B. Private sector:

6. The RMC Committee emphasized the need to raise awareness with the private sector about the three diseases and their economic consequences. Involvement of the private sector was recommended both at a global level and in countries, through CCMs. Three lanes of collaboration should be pursued: direct and indirect financial support in cash and in-kind; co-financing of program activities; and services provision in countries.

C. Donations in kind

7. The RMC Committee discussed the issue of donations in kind and agreed the following: the RMC and PMPC should set down a joint working group to develop guidelines for donations in kind and for pro-bono contributions by the private sector

Part 3: Developing partnerships with the private sector

1. The French delegation presented two papers to the RMC Committee. The first paper focused on how to develop partnership with the private sector. It was welcomed by participants. The RMC Committee agreed with the recommendations outlined in the paper and urged the Secretariat to consider:
 - the creation in the web site of the Global Fund of a chapter dedicated to the different kind of partnerships with the Private Sector ;
 - the means to emphasize such partnerships: introduction in the contributions matrix, disclosed and regularly updated in the Global Fund's web site, through a special section for the "non-financial contributions" from the private sector ;

- the publication and the distribution of a special brochure dedicated to promote and encourage private sector partnerships with the Global Fund ;
- the involvement of the Global Fund in the major global and regional economic Groupings to meet companies and promote partnerships with the Global Fund;
- the development of guidelines for the use of the Global Fund's intellectual property by partners and sponsors.

Part 4: Creating networks to support the Global Fund

1. The approach defined in the second French paper about creating networks to support the Global Fund was approved by the RMC Committee.
2. During the discussion, it was highlighted that the creation of networks should start on an experimental basis and that it was important to create synergy among the various networks. The CCM could be considered as the expression of networks at local level.

Part 5: Report from July 16th Paris Conference and follow up

1. The success of July 16th Paris Conference as a communication and branding event was stressed by participants and follow-up was recommended.
2. The RMC Committee recommended that in future events more time should be devoted to planning and more coordination with partners should take place, particularly in view of facilitating collaboration with NGOs.

Part 6: Widening the role of the private sector: co-financing, private sector and NGO country-level services

1. The Secretariat presented an overview of program-related collaborations and possible collaborations with the Private Sector. The RMC Committee underlined the importance of developing such collaborations in the context of supporting country programs, and strengthening the resources of recipients.

Part 7: NGO-led advocacy: Progress and future of Fund the Fund Campaign

1. The NGOs and community delegations reported on the "Fund the Fund Campaign", which in only three weeks preceding the G8 Summit in

Evian in May widely mobilised G8 countries in favour of the Fund. The following proposed recommendations were approved by the RMC Committee:

- a. The NGOs delegation will continue to work with NGOs North and South, as well as with civil society both to advocate at national and international levels.
 - b. The advocacy campaign will continue to focus on increasing public funding
2. The RMC Committee recommended that the Secretariat and the NGOs and community delegations in the Board closely collaborate in developing a strategy for better synergy of actions.

Part 8: “46664”: Presentation of the campaign

1. 46664” is the working title of a planned global campaign to raise awareness and support for the fight against HIV/AIDS being spearheaded by the Nelson Mandela Foundation. In July, Nelson Mandela invited the Global Fund to be a partner in this campaign. At the outset, this campaign represented a unique opportunity with tremendous potential to raise awareness and support for the Global Fund and for the overall fight against HIV/AIDS. The Secretariat presented the 46664 campaign and particularly the steps undertaken in preparation of the main event, a televised rock concert in Cape Town on 29 November. Substantial effort has been devoted to the assessment of progress, cooperation between sponsors and organizers and financial transparency and accountability.
2. After assessing the various components of the campaign, also in consideration of the limited time to properly carry out the event, the Secretariat found it unadvisable to proceed with the initial stages of the campaign and would instead consider collaboration once the first event was completed.
3. The Committee supported the Secretariat’s approach to create a global event to increase awareness and fund-raise for the Global Fund. It agreed that a Global Fund involvement in the 46664 Campaign must be contingent on a closer collaboration with the organizers and a full insight into the legal and contractual status of the campaign, but it urged the Secretariat to continue to pursue contacts with the Mandela Foundation with the aim of securing full participation in the campaign.
4. In the event that such participation would not be possible, the Committee encouraged the Secretariat to search for another suitable project.

Part 9: Making the Global Fund known: progress and future directions of branding and advocacy

1. A consultant from the advertising group Publicis presented its initial work on a marketing and branding campaign prepared designed to raise the image of the Global Fund in selected countries.
2. The RMC Committee welcomed the presentation and commented on the advertisements and messages proposed, emphasizing the need to link advocacy and fundraising messages.
3. The Committee agreed with the approach the Secretariat has taken to increase the awareness of the Fund in donor countries and it supported the ongoing work to develop a major marketing campaign in collaboration with the Publicis Group. It requests to be updated of this work at the Committee's next meeting after the upcoming Board meeting.

Part 10: Future cross-cutting issues for the committee (for the next committee meeting)

1. In conclusion, the RMC Committee agreed on the following issues to be discussed at its next meeting:
 - a. In-depth review of public sector contributions to the Fund.
 - b. Capacity in the Secretariat relating to resource mobilization
 - c. The Partnership Forum as a potential opportunity for resource mobilization