

MASSIVEGOOD®

FACT SHEET

ABOUT MASSIVEGOOD

MASSIVEGOOD is a movement **powered by ordinary individuals** who wish to do good easily, quickly and inexpensively.

MASSIVEGOOD gives travelers the choice to make a **micro-contribution** of 2 dollars to help fight HIV/AIDS, tuberculosis and malaria, and to **help improve the health** of mothers and children in developing countries, all through a simple click when they make their travel reservations.

MASSIVEGOOD brings together **GOOD-doers with people who need help the most.**

MASSIVEGOOD lets people **help save lives while living their lives.**

MASSIVEGOOD helps people **make their travel more meaningful.**

ABOUT THE LAUNCH OF THE MOVEMENT

MASSIVEGOOD launches with a series of three events in New York City:

1. **February 26, 2010: MASSIVEGOOD** was presented at the opening luncheon of the New York Travel Show to approximately 400 journalists and representatives of the travel industry.
2. **March 2, 2010: The MASSIVEGOOD Studio was** held at the Esquire Soho Mews. A song co-written by Grammy-winning performers David Guetta and Will.I.Am, featuring celebrated South African singer Yvonne Chaka Chaka, as the anthem for the global movement. The song will be distributed over the internet once its production is finished.

The event also featured the premiere of "Masterpieces," a 1-minute film by Spike Lee featuring Mary J. Blige, Samuel L. Jackson, Susan Sarandon, Paul Auster and Brian Greene, that was made to illustrate the fact that many small things put together can create **MASSIVEGOOD**.

3. **March 4, 2010: MASSIVEGOOD** launches officially at the United Nations, where world leaders from the public and private sectors and civil society will gather to talk about the importance of initiatives like **MASSIVEGOOD** in innovative finance for health. **His Excellency Ban Ki-moon**, United Nations Secretary-General, and **President Bill Clinton**, founder of the William J. Clinton Foundation and 42nd President of the United States, are the first to "click" on **MASSIVEGOOD**. The event is followed by a press conference with **Philippe Douste-Blazy**, Chairman of the Millennium Foundation and of UNITAID, Special Advisor for Innovative Finance for Development to the United Nations Secretary-General, **Raymond Chambers**, Special Envoy for Malaria United Nations for the United Nations Secretary-General, **William Maloney**, CEO of the American Society of Travel Agents, **Jorge Bermudez**, Executive Secretary of UNITAID, and **Bernard Salomé**, Managing Director of the Millennium Foundation.

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ABOUT THE ARTISTS SUPPORTING MASSIVEGOOD

- **will.i.am** is a music producer and founding member of the multi-platinum selling, Grammy Award-winning band The Black Eyed Peas. In 2008, his song “Yes We Can,” and the accompanying video directed by Jesse Dylan, received the award for “New Approaches in Daytime Entertainment” at 35th Annual Creative Arts and Entertainment Daytime Emmy Awards.
- **Spike Lee** is a film director, producer, writer and actor. His production company, 40 Acres & A Mule Filmworks, has produced 35 films since 1983. Lee’s film *Do the Right Thing* was nominated for an Academy Award for “Best Original Screenplay” in 1989, and in 1997, his documentary *4 Little Girls* was nominated for an Academy Award for “Best Feature Documentary.” In 2007, his HBO documentary *When the Levees Broke* won three Emmys, including those for Exceptional Merit for Nonfiction Filmmaking and Outstanding Directing for Nonfiction Programming.
- **Yvonne Chaka Chaka** has been at the forefront of South African popular music for 20 years. Born in Dobsonville in Soweto, she became the first Black child to appear on South African television. Her continuing legacy as “Princess of Africa” is a testament to her connection to everyday people as well as royalty. Yvonne has taught literacy in South Africa’s townships, promoted the rights of women, and as works to protect children everywhere. She is a Trustee of Tomorrow Trust, which educated orphans and vulnerable children. As UNICEF’s Goodwill Ambassador against malaria, and also Ambassador for Roll-Back Malaria (sponsored by the World Bank, United Nations, World Health Organization, and other institutions), Yvonne tirelessly campaigns for medications and bed nets that will help to end malaria — a preventable and curable disease that kills 3,000 people in Africa every day. Inspired by these statistics she created her own charity, the Princess of Africa Foundation.
- **David Guetta** is a French house producer and DJ. Originally a DJ at nightclubs during the 1980s and 1990s, he co-founded label Gum Productions and released his first album, *Just a Little More Love*, in 2001. Later, he released *Guetta Blaster* (2004) and *Pop Life* (2007). His 2009 album *One Love* included the hits single “When Love Takes Over” and a top ten hit in the US. He has worked with a variety of pop artists including Akon, Britney Spears, Chris Willis, Kelly Rowland, Lil’ Wayne, Madonna, Estelle and will.i.am.

ABOUT THE MILLENNIUM DEVELOPMENT GOALS

In 2000, the international community set eight ambitious goals for development to be reached by 2015 – the Millennium Development Goals, with related targets. Most of these targets are to be reached by the year 2015.

1. Eradicate extreme poverty and hunger
2. Achieve universal education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/Aids, Malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

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While there has been some progress, much remains to be done to reduce poverty and improve health in developing countries. **Health, (MDGs 4, 5 and 6) is one area where the international community may actually fail to reach its objectives.**

KEY HEALTH FACTS

- **Every three seconds, a child under the age of five dies in low-income countries.** Under-five mortality decreased by almost 25% between 1990 and 2006. However **these past achievements are threatened by the current economic crisis and could lead to an increase in infant deaths in developing countries by 200 000 – 400 000ⁱ.**
- Every minute, a woman dies in pregnancy or childbirth. **Pregnancy-related complications annually claim the lives of 585,000 womenⁱⁱ, leaving approximately 1 million children motherless.** These children are 10 times more likely to die prematurely.ⁱⁱⁱ
- **Malaria is the leading killer of children under five and infants in Africa:** 85% of the 881,000 deaths in 2006 were children under the age of five. **This is equivalent to 2,051 children dying each day.^{iv}**
- For **HIV/AIDS**, children represent an even bigger challenge. Only a minority of children has access to antiretroviral treatments; high investments are needed to improve this coverage due to difficulties to diagnose HIV in children and to the lack of appropriate and affordable pediatric medicines.^v Recent progress in the prevention of mother-to-child transmissions proves that effective measures could be implemented to prevent the 400 000 annual infections of newborn children.^{vi}
- **Tuberculosis** mostly affects young adults in their most productive year. However, **over 250,000 children were at high-risk of developing Tuberculosis in 2006 and 100,000 children will continue to die each year from Tuberculosis.^{vii}**
- Although the countdown to reach the internationally agreed Millennium Development Goals (MDGs) is rapidly approaching, progress towards health-related MDGs is too slow. **Most developing countries have made no progress (37%) or insufficient progress (51%) towards the reduction of child mortality. MDG5, which aims at reducing the maternal mortality rate by three quarters, is lagging behind other indicators with more than 500 000 women still dying in pregnancy or childbirth every year^{viii}.**

ABOUT INNOVATIVE FINANCE

- Innovative financing initiatives are helping to bridge the financing gap. They have already raised \$2 billion over the past 3 years.^{ix}
- **MDGs 4 and 5 are still within reach. Investing an additional \$10.2 billion per year would ensure sufficient financing for the strengthening of health system to meet the demand for maternal and childcare and other reproductive health services.^x**
- New innovative financing for development, like **the Millennium Foundation**, are vital. They are unique in the global health landscape as new additional sources of funding. **The Millennium Foundation is the only new innovative financing solution dedicated to develop technical solutions to implement new innovative financing mechanisms with private sector partners.**

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- **An additional annual \$10 billion is needed** to combat HIV/AIDS, tuberculosis and malaria, improve maternal health and reduce child mortality. One of the expected outcomes of innovative finance mechanisms is that the over 10 million children and half a million mothers^{xi} who need help can finally get the attention that has been lacking for so many years.
- **Raising additional funds through innovative finance mechanisms could prevent:** “4 million children dying each year, who could have been saved and 320 000 women dying during child birth.”^{xii}

ABOUT THE ORGANIZATIONS

The Millennium Foundation for Innovative Finance for Health

www.millennium-foundation.org

- independent, non-profit foundation headquartered in Geneva, Switzerland
- established in November 2008, with initial funding provided by UNITAID
- mission is to expand the sources of funding available to help eradicate life-threatening diseases, including HIV/AIDS, malaria and tuberculosis, among the world’s most vulnerable populations

UNITAID

www.unitaid.eu

- launched in September 2006
- founded by the governments of Brazil, Chile, France, Norway and the United Kingdom
- established to provide additional funding to support existing efforts in the fight against HIV/AIDS, malaria and tuberculosis
- funding today is primarily provided by a tax on air tickets in several countries (providing over 70% of UNITAID’s funding), or by government contributions in others
- channels funds through partners like UNICEF, the Clinton Foundation and the World Health Organization with a market impact model that drives prices down, by guaranteeing a long-term market for large volumes of drugs and medical tools
- supported by 29 countries and the Bill and Melinda Gates Foundation
- supports programs in 93 countries worldwide

UNITAID’s successes include:

- UNITAID has recently approved the allocation of one million US dollars to treat and feed 6,000 children living with HIV/AIDS in Haiti. The project will be managed for UNITAID by the Clinton Health Access Initiative (CHAI)^{xiii}
- HIV pediatric Products (170,000 children reached by the end of 2008)
- Prevention from Mother to Child Transmission (820,000 pregnant women were tested and 95,000 women and 43,000 infants were treated for HIV/AIDS in 8 countries across Asia and Africa) since the beginning of the project.
- Tuberculosis pediatric treatments (Goal of reaching a total of over 750,000 treatments by 2011)^{xiv}

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- 8 million of the most-effective anti-malaria treatments, artemisin-based combination therapies (ACT), have already been delivered. UNITAID's malaria action also includes the distribution of 20 million insecticide-treated bednets to African countries.
- The UNITAID-funded projects have a proven track record of significant health results for children:
 - a. \$2 enable 2 children suffering from malaria to be cured from the disease^{xv}
 - b. 40€ enable 1 HIV positive child to be treated for 1 year^{xvi}

In three years UNITAID has committed nearly 1 billion dollars to the diagnosis and treatment of these three diseases, representing a total of over 12 million treatments provided to patients.

ABOUT THE POTENTIAL OF MASSIVEGOOD

- **MASSIVEGOOD builds on the determination of the Travel and Tourism industry to make a difference.** There are over 2 billion air passengers every year^{xvii}. Within months from its initial operational launch, **MASSIVEGOOD will cover countries that represent more than 50% of the worldwide booking market.**^{xviii} The travel and tourism industry is made up of many diverse sectors (air, hotel, car rental and train) that together amount for 10% of the world's GDP (about \$5,800 billion) and 8% of global employment (230 million jobs worldwide).^{xix}
- There is a growing consumer desire for social and environmental responsibility, social interaction, authentic travel experiences and fair trade practices.^{xx}
- Once the individual donor or travel agent confirms the micro-contribution through one simple click, the process is complete – giving donors a safe and convenient way to give back in a big way through one quick click.

References:

ⁱ Taskforce Report : more money for health and more health for the money

ⁱⁱ Center For Global Development, Millions Saved

ⁱⁱⁱ Un.org / MDG's

^{iv} <http://www.topnews.in/facts-and-figures-malaria-2156228>

^v AIDS Epidemic Update 2009, Joint United Nations Programme on HIV/AIDS (UNAIDS) and World Health Organization (WHO), November 2009

^{vi} Ibid.

^{vii} http://www.searo.who.int/en/Section10/Section2097/Section2106_10681.htm

^{viii} The State of the World's Children, special Edition, UNICEF, 2009

^{ix} Taskforce Report "More money for health, more health for the money"

^x Un.org / MDG's

^{xi} <http://www.mdg-gateway.org/MDG-Blog/?tag=maternal-and-child-health>

^{xii} Taskforce Report "More money for health, more health for the money"

^{xiii} www.unitaid.eu

^{xiv} www.unitaid.eu

^{xv} UNITAID Report 2008

^{xvi} UNITAID Report 2008

^{xvii} International Civil Aviation Organization

^{xviii} International Civil Aviation Organization

^{xix} source: WTTC 2008

^{xx} World Travel Market global Trends 2008