



## Frequently Asked Questions

**MASSIVEGOOD** website: [www.massivegood.org](http://www.massivegood.org)

**MASSIVEGOOD** @ Facebook: [www.facebook.com/massivegood](http://www.facebook.com/massivegood)

**MASSIVEGOOD** @ YouTube: <http://www.youtube.com/massivegoodfeed>

**MASSIVEGOOD** @ Twitter: <http://twitter.com/massivegood>

**MASSIVEGOOD** Blog: [news.massivegood.org](http://news.massivegood.org)

**Millennium Foundation** website: <http://www.millennium-foundation.org>

### What is the Millennium Foundation?

The **Millennium Foundation for Innovative Finance for Health** is an independent, non-profit foundation whose mission is to expand the sources of funding available to help eradicate life-threatening diseases, including HIV/AIDS, malaria and tuberculosis, and to improve health conditions for mothers and children among the world's most vulnerable populations. The Foundation is headquartered in Geneva, Switzerland and maintains a satellite office in Paris, France. For more information, visit <http://www.millennium-foundation.org>.

### What is MASSIVEGOOD?

Powered by the Millennium Foundation, **MASSIVEGOOD** is a global movement and worldwide campaign aimed at saving lives through voluntary micro-contributions.

**MASSIVEGOOD** is the social network generation's solution to put a stop to the millions of deaths from HIV/AIDS, malaria and tuberculosis, and to improve maternal and child health in the developing world. If social media has revolutionized how we interact, why can't we harness its power to change the way we think about humanitarian aid? Is it possible to use the reputed "network effect" to raise awareness and increase funding for some of the most pressing global health issues in the 21<sup>st</sup> century? **MASSIVEGOOD** does both, by creating a worldwide community based on a simple and easy act—the "micro-contribution."

**MASSIVEGOOD** gives travelers the choice to make such a \$2, £2 or €2 "micro-contribution" towards major global health causes every time they buy a plane ticket, reserve a hotel room or rent a car. **MASSIVEGOOD** lets travelers make their trip really meaningful and lets them connect with fellow contributors on [www.massivegood.org](http://www.massivegood.org), a social network committed to building a healthier world.

**MASSIVEGOOD** is supported by a unique public-private-coalition. Leaders in the travel and tourism industry have joined with global health organizations to ensure that all travelers can make a difference through **MASSIVEGOOD**.

### How does MASSIVEGOOD work?

To give, travelers click **MASSIVEGOOD** when they make a reservation online or through a travel agent—the \$2 micro-contribution will be added to the price of the the reservation. The contribution platform has been fully integrated into travel reservation software and is a completely secure transaction. Travelers may also contribute at any time by going on the **MASSIVEGOOD** Web site, [www.massivegood.org](http://www.massivegood.org). Even by itself, the \$2 micro-contributions can save lives—just \$2 can treat two children against malaria while \$24 can cure an adult of tuberculosis. Only 40 euros (about \$55) can provide life-sustaining treatment for an HIV-positive child. A study has shown that **MASSIVEGOOD** could raise \$1 billion in its first four years of operation.

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## Where will MASSIVEGOOD be available?

MASSIVEGOOD is available in travel agencies in the United States that use a Global Distribution System (GDS), Amadeus, Sabre or Travelport, starting March 4, 2010. It will also be available on Travelocity's "Travel For Good" website, and on Accor Hotels' online booking platforms. It will expand into other online platforms later in 2010. In the first half of 2010, MASSIVEGOOD will be launched in the United Kingdom, Germany, Austria, Switzerland and Spain. Specific technology is being finalized for corporations to be able to donate through MASSIVEGOOD, which will be ready in June 2010.

## Where does the money go?

Micro-contributions through MASSIVEGOOD will go to UNITAID—an organization created in 2006 to increase access to treatments against HIV/AIDS, malaria and tuberculosis in developing countries – and will be dispersed to partner organizations including the Clinton Health Access Initiative. Additional funding will go towards improving maternal health and child health in the developing world.

Using market-based solutions to guarantee a steady supply of affordable medicines for poor countries, UNITAID has achieved remarkable results in its short existence by reducing prices of quality medicines and increasing their availability.

Already three out of four children on HIV treatment in the world are able to survive thanks to UNITAID funds. In the developing world, many HIV-positive mothers can give birth without transmitting the diseases to their children thanks to medication made affordable through UNITAID's programs. UNITAID has also supplied over one million people with insecticide-treated bed nets to protect against malaria-carrying mosquitoes. In total, nearly 12 million treatments have been delivered in the past three years to fight HIV/AIDS, tuberculosis and malaria.

Contributions to MASSIVEGOOD will go directly to UNITAID's purchase of such preventions and treatments. Current partners of UNITAID include UNICEF, the Global Fund to Fight AIDS, Tuberculosis and Malaria, the World Health Organization, the Clinton Foundation Health Access Initiative and the, among others.

The bulk of UNITAID's budget currently comes from a small tax on airline tickets in France, Chile, Norway, Korea and a growing number of African countries. UNITAID has raised over \$1 billion dollars in only three years, but through voluntary contributions, MASSIVEGOOD can potentially double its budget, while allowing travelers to use today's media technology to follow and interact with the progress of their contributions.

UNITAID's operating costs are below 5% of expenditures. A total of 93 countries receive UNITAID funding today.

## What percentage of the raised funds by MASSIVEGOOD will go towards administration and management expenses of the Millennium Foundation?

One of the guiding principles of the Millennium Foundation and MASSIVEGOOD is to achieve the maximum impact of fundraising with a minimum use of resources, effectively delivering aid to reach the most people in need in the most efficient and timely manner. The Millennium Foundation's operating costs aim to be below 2%. Out of a \$2 donation, that represents \$0.04. The rest of the money goes directly to UNITAID, for more information visit [www.unitaid.eu](http://www.unitaid.eu).



**Where can I get information on MASSIVEGOOD's operating costs? Who is auditing the organization?**

Details of operating costs will be on [www.massivegood.org](http://www.massivegood.org) along with other information. The Foundation is subject to the supervision of the Supervisory Board of Foundations of the Swiss Federal Department of Home Affairs. Deloitte SA also externally audits the Foundation and audited accounts are then published.

**Does the Millennium Foundation have a target for how much money it wants to raise?**

The Millennium Foundation hopes to raise \$1 billion per year after the first four years of MASSIVEGOOD's existence.

**What is the relationship between the Millennium Foundation and UNITAID?**

The Millennium Foundation was established at the end of November 2008 (as an independent, non-profit Swiss foundation, headquartered in Geneva) to develop and launch innovative finance mechanisms in order to bridge the gap between funds currently raised by official development aid and organizations like UNITAID, and what would be needed to achieve health-related Millennium Goals.

The two organizations share a common mission and goal: to help save lives by fighting life-threatening diseases. UNITAID raises funds through a levy on airline tickets and other government contributions, while the Millennium Foundation aims to inspire and empower citizens to create a movement aimed at building a sustainable new source of additional funding for health.

**Why did the Millennium Foundation choose to partner with UNITAID?**

The Millennium Foundation was formed to play a complementary and sustainable fundraising role for UNITAID, giving individuals the opportunity to help fight major diseases through micro-contributions.

**What is innovative financing?**

Innovative financing involves non-traditional ways to support fund-raising by tapping into new sources while engaging investors beyond the financial dimension of transactions in order to deliver financial solutions for development problems on the ground. Innovative financing focuses on new sources and new instruments for raising revenues. It encompasses different aspects of financing—from additional funding to the effective use of funds. One of the main problems facing health system financing is the fact that current donor funding is neither sufficiently predictable nor sufficiently large enough to achieve the health Millennium Development Goals set by the United Nations. Even if efforts to improve the effectiveness of current aid for health are successful, a sharp increase in resources is required. To achieve this, the Millennium Foundation aims to inspire and empower citizens to join a movement to help the world's most vulnerable populations. The organization hopes to achieve this by making it easy for everyone who travels to make a \$/€/£ 2 micro-contribution through a simple click.

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## **Which countries receive aid? Do they have to meet any governance standards?**

UNITAID works with 93 countries in total, most of them located in Africa and Asia. Funds raised through MASSIVEGOOD will also go to programs in low and middle-income countries where needs and cost-benefits ratios are at their highest. The Millennium Foundation is particularly sensitive to how its funds are used, and is held accountable to donors, recipients and to a board composed of diverse constituencies. Transparency and traceability are key elements for the Millennium Foundation and it will regularly report on these issues.

## **Who currently heads the Millennium Foundation?**

The Millennium Foundation is chaired by Dr. Philippe Douste-Blazy, who currently serves as Under Secretary-General of the United Nations and Special Adviser on Innovative Finance for Development. Dr. Philippe Douste-Blazy is also the chairman of UNITAID.

Dr. Bernard Salome is the Managing Director of the Millennium Foundation. The Millennium Foundation is governed by a board composed of representatives from donor and recipient Governments, representatives of NGOs specialized in malaria, tuberculosis or HIV / AIDS and communities living with diseases as well as The Bill & Melinda Gates Foundation. The World Health Organization serves on the Board as an observer.

## **Why the travel industry?**

MASSIVEGOOD's innovative fundraising mechanism has been developed to be easily and directly integrated into the booking system, enabling it to be a seamless part of the travel buying process. The donation box is linked to every Passenger Name Record (PNR) or "shopping basket", enabling customers to donate as part of every travel purchase, whether it be airline tickets, hotel accommodations, car rentals, etc.

Today, airline companies alone account for more than 2 billion passenger reservations. The Millennium Foundation has received an overwhelmingly positive response regarding participation in the fundraising activity from the Global Distribution Systems that manage the global airline reservation networks as well as from several of the world's largest travel agencies and air carriers. As a source of funding, UNITAID already benefits from a levy on airline tickets or government contributions from 29 countries, which has helped UNITAID to reach approximately \$400 million in annual funding at the end of 2009.

## **Which types of travel transactions are involved?**

MASSIVEGOOD can be supported when making any travel reservation made at a travel agency that uses one of the three main Global Distribution Systems (GDS), Amadeus, Sabre or Travelport. This includes airline tickets, hotel accommodations and car rentals.

## **Which travel companies participate in MASSIVEGOOD?**

MASSIVEGOOD is a travel industry-wide initiative which requires the input of all of its partners to drive significant change to save as many lives as possible. Competition is not at the root of this project – in fact it's quite the opposite: it is a chance for the whole industry to come together in order to make positive changes. The worthiness of the cause speaks for itself. Because of the importance of turning MASSIVEGOOD into a global movement, travel industry giants like Accor, ASTA, Amadeus, American Express Business Travel, Carlson Wagonlit Travel, Mondial Assistance, Sabre, Travelocity, Travelport, and the WTTC all support MASSIVEGOOD. Delta Airlines, the Global Business Coalition on HIV/Aids,

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Tuberculosis and Malaria, the Travel Corporation, and BCD Travel have also pledged their support. With over 770 million airline tickets sold each year, the potential impact can truly be massive.

## **Why did three leading GDS competitors and other private businesses decide to get involved with MASSIVEGOOD?**

The GDS technology is integral to **MASSIVEGOOD**, and as a result, the three major GDS companies – Amadeus, Sabre and Travelport – are working together towards a common goal. The success of the Millennium Foundation’s innovative financing solution is dependent on creating a global movement and we are delighted that all of our peers have joined together to pioneer the initiative. We hope that this example of cooperation from within the travel industry will be replicated in other industries across the world.

## **How was the technology behind MASSIVEGOOD developed?**

The technology was originally developed by Amadeus, and has been adapted for each different travel reservation platform used by all three major GDS (including Sabre and Travelport). Each of the GDS companies has played an important role in developing and applying the tools that will enable **MASSIVEGOOD** to operate in a seamless and efficient manner worldwide, regardless of which GDS is used.

Ultimately, what will make this mechanism a reality is its capacity to integrate a “donation engine” into as many travel distribution and reservation systems as possible. All three GDS companies are working collaboratively to ensure that this technology achieves its utmost potential so that the movement can achieve momentum in the travel arena and, ultimately, across all industries throughout the world.

## **I represent a Travel industry company, how do I join MASSIVEGOOD?**

If your company is a GDS (Amadeus, Sabre or Travelport) customer, get in touch with your GDS contact point. They will be able to explain you how to join the movement. For any further information you can always contact [info@millennium-foundation.org](mailto:info@millennium-foundation.org) or visit [www.massivegood.org](http://www.massivegood.org).

## **What is being done to spread the word about MASSIVEGOOD?**

In addition to the support from the travel industry, celebrities and high-ranking figures support **MASSIVEGOOD**, including Ban Ki-moon, United Nations Secretary-General and several top level , founder of the William J. Clinton Foundation and 42<sup>nd</sup> President of the United States, President Bill Clinton, will.i.am of the Black Eyed Peas, international DJ David Guetta, celebrated South African singer Yvonne Chaka Chaka, filmmaker Spike Lee, actor Samuel L. Jackson, actress Susan Sarandon, R&B singer Mary J. Blige, quantum physicist Brian Greene, author Paul Auster, and director of the Oscar-winning movie *Elizabeth*, Shekhar Kapur, with *Slumdog Millionaire* star Rubina Ali. A number of events, online and broadcast/print communications efforts are being held in early 2010 to help get the word out about how we can all quickly and easily do **MASSIVEGOOD**.

## **Will MASSIVEGOOD help victims affected by the Haiti earthquake crisis?**

UNITAID and **MASSIVEGOOD** are dedicated to helping victims affected by the January 12, 2010 earthquake in Haiti, and children already living with diseases are certainly among the most vulnerable. In an effort to fill a gap in the breakdown of health services following the earthquake, UNITAID approved the allocation of \$1 million dollars to treat and feed 6,000

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children living with HIV/AIDS in Haiti. The project is managed for UNITAID by the Clinton Health Access Initiative (CHAI). On the ground, CHAI is working closely with Partners In Health, which provides support to victims across the country. CHAI is also looking to expand their scope to work with additional partners in Haiti in order to expand distribution channels should this be deemed necessary. Every effort will be taken to ensure that the product is distributed to those most in need. Before the earthquake, UNITAID was already supplying second-line AIDS treatments to patients in Haiti, and will continue that effort.

## **With the World Bank raising its contribution to fight global health from \$1 billion to \$3 billion, will there be a need for additional funding?**

The World Bank, while an important source of health funding, is by no means the only source of official development aid (ODA) targeting global health. The world's most vulnerable populations face a severe health crisis from life-threatening diseases that has been made worse by the recent global economic downturn, putting hundreds of millions at risk. There is a widening gap between the growth of at-risk populations and the resources available to help them. The Millennium Foundation is committed to bridging this gap by creating a sustainable new source of additional funding to in order to address this growing health crisis.

## **The Independent Evaluation Group said AIDS funding has proven far less effective and wasteful than that of other diseases. Doesn't the Millennium Foundation's focus on AIDS detract from funding for other life-threatening diseases?**

Funds raised by the Millennium Foundation are channeled by UNITAID to reach the most people in need in the most efficient and timely manner. MASSIVEGOOD funds are also used to reduce child mortality, improve maternal health and stop preventable deaths from malaria and tuberculosis—not only AIDS. That being said, UNITAID has proven itself successful in reducing the price of retroviral drugs for the treatment of HIV / AIDS by more than 50% in less than three years. In fact, today, 3 out of every 4 children being treated for HIV / AIDS in the world are benefiting from UNITAID's efforts to reduce the price and increase the availability of drug treatments.

## **While the Millennium Foundation currently states that fundraising efforts will be based on voluntary contributions , is the organization's end-goal to work towards a global airline travel tax, which is how UNITAID realizes the bulk of its funding today?**

The Millennium Foundation was formed to provide complementary fundraising for UNITAID, targeting individual voluntary contributions. While UNITAID has already proven successful in raising funds through travel levy and government contributions (full list available at <http://www.unitaid.eu/en/UNITAID-donors.html>) it does not directly engage with consumers. The Millennium Foundation is committed to inspiring and empowering a citizens who are united in their passion and commitment to help make the world a better place.

## **A large aspect of MASSIVEGOOD depends on travel agents asking customers if they'd like to make a donation. Why does the Millennium Foundation think that travel agents will be motivated to ask customers for additional money?**

The Millennium Foundation feels confident, given the overwhelmingly positive response received so far, that actors in the entire travel industry, including agents, will adopt MASSIVEGOOD as their own and wholeheartedly embrace the goodwill and social responsibility that this project embodies for both employees and organizations.

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As the Millennium Foundation is engaged with the travel industry right from the very beginning, they feel confident that travel agencies will feel proud to be an integral part of a ground-breaking initiative that puts them at the front line of change and that ultimately relies on their input for success.

The innovative fundraising mechanism makes the process of asking for a donation quick and easy for everyone who travels. Making a donation of \$2, €2 or £2 simply requires checking a box or clicking Donate on the reservation screen each time travel is booked, whether online or through an agent. Once the travel agent asks for the donation and clicks on the confirmation, everything else happens automatically; travelers can hear the call to action and join this voluntary mass movement instantaneously.

## **Why does the Millennium Foundation work with UNITAID? Why not with UNICEF, the World Health Organization or others?**

The Millennium Foundation and UNITAID are, in fact, working with the leaders in the delivery of global health aid to the world's most vulnerable populations, including those mentioned above, as well as others. The Millennium Foundation is focused on “innovative fundraising”, which means creating a sustainable new source of needed additional funding to help save lives by fighting life-threatening diseases. The way UNITAID works (partnering with credible partners and identifying and supporting high-impact programs) has already proven successful in lowering the price and accelerating the availability of high quality drugs and diagnostics. It's through this partnership that The Millennium Foundation aims to reach the most people in the most efficient and timely manner. If they realize their vision of creating a voluntary mass movement, their hope would be that every aid organization focused on achieving the health-related Millennium Challenge Goals will share in their success.

## **Why, when agents and booking systems are already faced with so many add-ons such as carbon off-setting, insurance options, etc, does the Millennium Foundation think that agents and their clients are going to spend valuable time on charitable donations via MASSIVEGOOD?**

The Millennium Foundation, along with Amadeus, is executing a full communication program for agents and the industry at large on who they are, how MASSIVEGOOD works and why it matters. By communicating the importance of the project and the proven success of UNITAID in saving lives amongst some of the world's most vulnerable populations, the industry is well-placed to be at the forefront of change. Given that the program begins with the travel industry and that this industry is vital to its success, we hope that travel agents will feel that they are key players in a global movement to make the world a better place.

It is also important to dispel the notion that MASSIVEGOOD will be a time-consuming action. The process is a truly innovative solution. The agent will receive a pop-up on their screen. Once they ask for the donation and click on the confirmation, everything else happens automatically in a fast, efficient and simple way.

## **What are the tangible benefits to the travel agent or supplier?**

By participating in MASSIVEGOOD, agencies can position their service as socially aware and responsible, allowing their clients an easy opportunity to donate to a worthwhile charity,

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making them feel good about their choice to travel. This in turn can increase customer loyalty and generate return business.

In addition, although the initiative is managed by the agent, the transaction takes place directly between the consumer and the Millennium Foundation so there is no financial responsibility, legal responsibility or invoicing to be undertaken by the agency or organization facilitating the transaction.

## **Some travel companies already have charities that they invite customers to donate to such as the Travel Foundation. Is there a potential conflict?**

People will always have the opportunity to donate to causes of their choice, but it is the Millennium Foundation's hope that by educating people about the health crisis in the developing world, the scale of what MASSIVEGOOD wants to achieve, and UNITAID's track record of success in making impact in this area, people will feel that this is a worthy cause to which they'll want to contribute.

## **Are large corporations going to be able to donate as well?**

Through business travel management companies like American Express Business Travel, Carlson Wagonlit and BCD, later in the year, corporations will have the ability to enroll in the program and contribute at a corporate level, e.g. "for each PNR created, I contribute x dollars." No transaction will go through the travel agency. If corporations do not wish to allow business travelers to donate personally via their self-booking tool (for example, by personal credit card), corporations will have the ability to contribute at a corporate level.

## **Will MASSIVEGOOD give away contact information received to a third party or other charity?**

No. The confidentiality of contact details shall be strictly preserved. The processing of personal data is delegated only to service providers that agree to operate the donation processing system under an irrevocable undertaking to comply with applicable data protection laws and standards and to use the information provided only for the purpose of MASSIVEGOOD donations. The contact information provided will not be given to other charities.

## **What is MASSIVEGOOD's policy in terms of privacy and data protection?**

The confidentiality of the personal data shall be strictly preserved. Compliance with applicable data protection laws, rules and standards (including PCI standards) is required and enforced.

## **How can I be sure my donation is secure and that I will get a US tax deduction?**

A "MASSIVEGOOD America Fund" has been established at the Charities Aid Foundation America ("CAF America"), a US registered tax-exempt charity that makes it possible for American donors to give safely and securely and obtain a US tax deduction.

Gifts become the property of CAFAmerica, for use in support of MASSIVEGOOD activities. Donations become the property of CAFAmerica, which at all times retains ultimate control and authority over its assets. Grants by CAFAmerica from the Fund are made in its sole and independent discretion.

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CAF America:

- is registered in the US as a 501c3 tax-exempt entity.
- is a member organization of the United Kingdom based Charities Aid Foundation network of offices, which provide charitable financial services to individuals, global corporations, charities, and foundations.
- made the Chronicle of Philanthropy's Philanthropy 400 list of US private fundraising charities in October 2009.

## **Are donations tax-deductible in other countries?**

For the launch in the US, the Millennium Foundation can guarantee tax-deductibility for US residents. For each other country in which **MASSIVEGOOD** will be launched, the Millennium Foundation will establish a similar fund so that gifts can be tax-deductible in those countries. However, the tax treatment applicable to gifts in each specific case may vary depending on the country.