

THE ROCKET FUND

TO END AIDS, WE LEAVE
NO ONE BEHIND.



THE ROCKET FUND

POWERED BY

ELTON JOHN AIDS FOUNDATION

**CHALLENGES
TO HUMAN RIGHTS
ARE DRIVING THE
SPREAD OF HIV.**

**WE NEED TO
STAND TOGETHER.**

RIGHT NOW.

THE ROCKET FUND

The global community has the tools to end AIDS. But the stigma that surrounds HIV persists — and that stigma is the main source of its transmission. Hate crimes, politically-sanctioned exclusion and punishment, and social marginalization are just some of the barriers that keep people from accessing the care they desperately need. And those barriers are growing.

The Rocket Fund is our \$125M campaign to redouble the fight against AIDS everywhere. Growing levels of stigmatization, marginalization, and poverty have led to high rates of HIV and low access to healthcare. We now have the chance to tackle these issues and change the future for millions of people around the world. Join us to end AIDS forever.



**I'M LOOKING
FOR BOLD
LEADERS
TO STAND UP
WITH ME**

Because this is really happening. Parts of the world are becoming more divisive and dangerous. It is sending us backwards, and damaging all of us, no matter how we identify.

SIR ELTON JOHN
FOUNDER

EVERYONE HAS THE RIGHT TO A HEALTHY LIFE.

The Rocket Fund focuses on those who are among the most vulnerable to HIV and AIDS domestically and globally.



Men who have sex with men are 28x more likely to acquire HIV than the general population. Transgender women are 14x more likely.



For young people aged 15-19 globally, AIDS is among the main causes of death. In Sub-Saharan Africa it is the leading cause.



People who inject drugs are 35x more likely to acquire HIV than the general population.

These are the people we cannot and must not leave behind. To end HIV/AIDS, we have to reach everyone, everywhere.



THE GREATEST HEALER IS KINDNESS

The key to ending AIDS is love and compassion for the billions of people who aren't safe, respected, and free — and they live all around the world, from its remotest reaches to the sidewalks next to us. It's on us to make their world and ours a better, more equal place.

DAVID FURNISH
CHAIRMAN

WE CAN'T END AIDS WITHOUT YOU

For 30 years, our Foundation has supported brilliant and devoted innovators who are doing everything they can to find ways to bring access, agency, care, and justice to those who need it the most. The Rocket Fund carries us into the future and enables us to do even more. We can't do it without you. Please join us today and together we can end AIDS forever.

ANNE ASLETT
CEO





WHO YOU LOVE SHOULDN'T BE A DEATH SENTENCE.



TO END AIDS, WE HAVE TO PROTECT LGBTQ+ RIGHTS.

Nearly one-third of all the nations in the world classify LGBTQ+ people as criminals. In 13 countries, homosexuality is still punishable by death. This makes LGBTQ+ people less likely to seek HIV/AIDS testing and treatment, exacerbating the epidemic.

Less than 0.04% of all global development funding goes to LGBTQ+ communities.



OUR WORK IN ACTION



Richard was living with undiagnosed HIV, and wouldn't visit a clinic because he had felt shunned after a negative experience with healthcare workers. But a peer educator from our partners at Alive Medical Services helped Richard feel accepted. Soon he was receiving care, support and life-saving HIV treatment.

"I FEEL I HAVE ANOTHER CHANCE TO MAKE MEANING OF MY LIFE, AND I'VE ALSO ENCOURAGED MY PARTNERS TO TEST, WHICH MAKES ME HAPPY. IF YOU COMPARE ME TO THE PERSON I WAS A FEW MONTHS AGO, YOU'LL THINK GOD CREATED A NEW ME."

Richard, Alive Medical Services Client

HERE'S WHAT WE CAN DO TOGETHER.

To end AIDS we must level the playing field by tackling the inequalities and stigma that prevent people from accessing the care they desperately need. We work as advocates to end the criminalization of homosexuality around the world. We stand for changing social attitudes against people who are most at risk and ensuring their access to life-saving services.



Increase LGBTQ+ Access to Testing, Diagnosis & Compassionate Care

We work to ensure that LGBTQ+ people everywhere have access to quality health services that are responsive to their needs. This includes providing and sustaining treatment, increasing diagnoses, and ensuring equitable health care.

OUR ZERO HIV SOCIAL IMPACT BOND IN SOUTH LONDON TESTED MORE THAN **250,000 PEOPLE** AND BROUGHT HUNDREDS OF PEOPLE LIVING WITH HIV, UNAWARE OF THEIR STATUS, INTO CARE.

ELTON JOHN AIDS FOUNDATION INVESTED **£1.7M (\$2.1M)** INTO THE PROGRAM, WHICH IS ESTIMATED TO HAVE **SAVED £90M (\$108.5M)** IN HEALTHCARE COSTS.



Influence Governments to Increase Support for LGBTQ+ Populations

We encourage governments and global donors to use the resources at their disposal on behalf of LGBTQ+ populations. We also advocate for the equitable, need-driven reallocation of global AIDS financing to LGBTQ+ populations.

We have already leveraged hundreds of millions of dollars in the United Kingdom, France, the Netherlands, the United States, and beyond. Our \$10M partnership with PEPFAR alone catalyzed their further investment of \$100M for those left behind, especially the LGBTQ+ community.



Decriminalize & Destigmatize LGBTQ+ Identity

We are fighting to ensure that LGBTQ+ populations live safely, free from violence and exclusion, with equal rights under the law. We must ensure accountability from law enforcement for the laws and protections that are in place, and empower community voices to build regional advocacy.

Our continued investments in partners such as Frontline AIDS and the Human Dignity Trust will help equip LGBTQ+ people to be seen and protected wherever their rights are threatened.



**HIV RATES
ARE RISING
FASTER IN
YOUNG PEOPLE
THAN ANY
OTHER GROUP.**

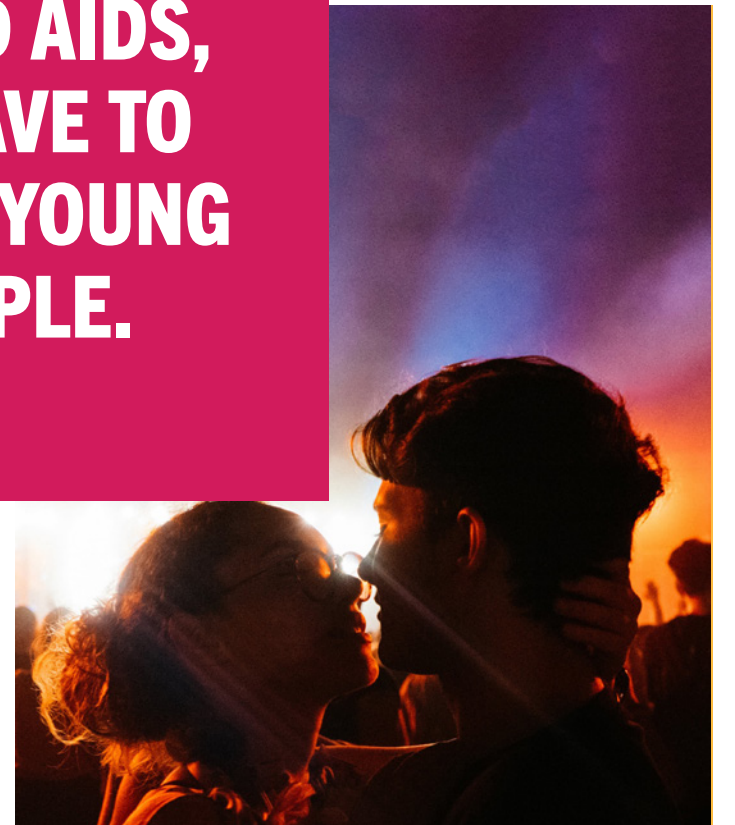


Every day, 1,100 young people (aged 15-24) become infected with HIV, accounting for 27.5% of new infections.

Source: UNAIDS Global Update 2022

**TO END AIDS,
WE HAVE TO
REACH YOUNG
PEOPLE.**

Young people are at significant risk of acquiring HIV. Due to harmful social norms and disruptions from the COVID-19 pandemic, young people — particularly adolescent girls — are the least likely to have access to HIV education, prevention, testing, or treatment. This must change.



OUR WORK IN ACTION



Meledj is a 34-year-old peer educator working in the Côte d'Ivoire community of Abobo. His role entails visiting communities to engage young people to join the U-Report platform, and providing HIV education and connections to HIV services, including PrEP treatment. Meledj often works one-on-one with young people in need, seeing them through confidential testing, treatment initiation, and mental health support.

The U-Report project in Cote d'Ivoire is a digital platform where young people share opinions and find information on topics they care about. Their insights and data are shared back with communities and connected to policymakers who make decisions that affect youth. The Elton John AIDS Foundation is supporting U-Report to provide HIV self-testing to 36,500 young people, and to initiate 1,000 young people on a preventative HIV treatment called PrEP.

HERE'S WHAT WE CAN DO TOGETHER.



Put Young People at the Center of Their Own Health

We support programs that authentically embed HIV/AIDS education within issues young people care about, such as jobs and livelihood, mental wellbeing, pleasure, and social community. We are striving to provide modernized information in engaging ways that truly listen and respond to the changing needs of young people.

For example, in partnership with local app developer Praekelt, we are creating a private WhatsApp forum that empowers young people in South Africa to embrace their sexuality and learn about topics that may be otherwise censored. The platform will be a trusted network of peers that connects them to relevant health services and products both online and offline.



Use Funding in Ways That Really Help

Young people are too often forced into traditional care models that don't cater to their needs or present them with adequate choices, and are staffed by healthcare workers who are highly discriminatory. As a result, young people don't return. We're working to change this paradigm.

The Rocket Fund will allow us to continue to support programs like Zipline: the first ever drone delivery program in Kenya. Zipline enables phone users to direct-order affordable medical supplies and receive them within an hour exactly where they are. Zipline's innovative logistics deploy a more transparent, real-time approach to supply chain management that results in enormous cost savings.



Integrate Sexual, Reproductive & Mental Health with HIV Services

Demedicalizing care is essential to meet the health needs of young people. Adolescent HIV care must be designed specifically for adolescents, not modified from pediatric or adult approaches, and must be part of a holistic approach to young people's overall health.

The Rocket Fund will allow us to make a greater investment in programs such as the addition of a dedicated wing for adolescents at the Kwa-Zulu hospital, in a region of South Africa with one of the world's highest HIV infection rates. The ward offers a range of services and integrated care for young people.



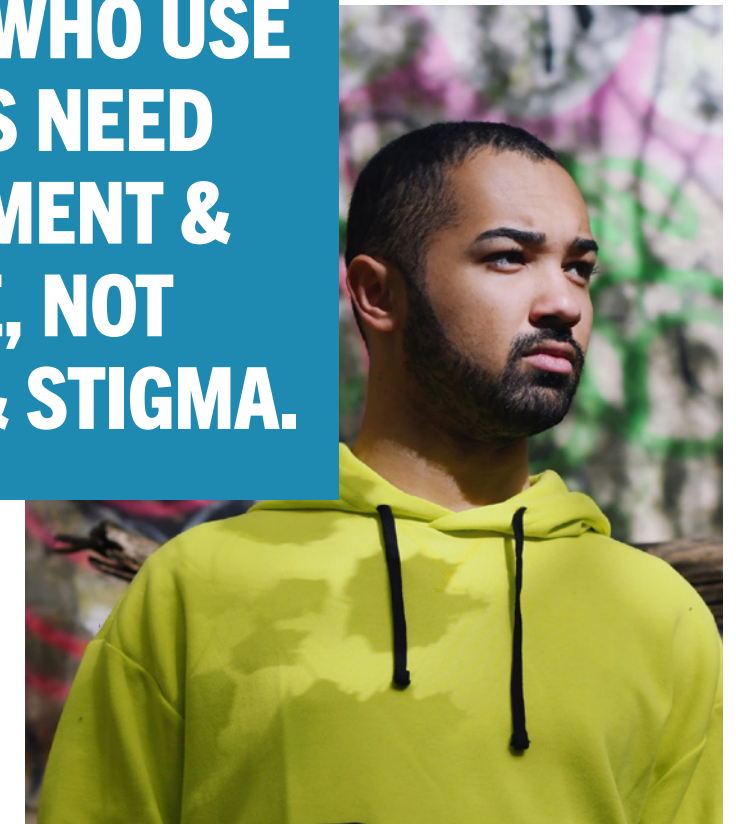
**STIGMA AROUND
DRUG USE IS
DANGEROUS
FOR EVERYONE,
EVERYWHERE.**



**TO END AIDS,
PEOPLE WHO USE
DRUGS NEED
TREATMENT &
CARE, NOT
SHAME & STIGMA.**

In 2019, more than 11 million people injected drugs worldwide, of whom 1.4 million were living with HIV. The fear of violence and abuse by law enforcement and the threat of incarceration push people away from health services.

Drug use is a complex issue. Rather than choosing to ignore this, or condemning people who use drugs, we believe in non-judgemental services. By minimizing the harms associated with drug use we can reduce HIV transmission and support individual health.



OUR WORK IN ACTION



Mr. Wagwan lives in Kawangware, Nairobi. During the COVID-19 pandemic lockdown, he was unable to access the support and care services he needed to manage his health as a person who uses drugs. The Elton John AIDS Foundation's partner VOCAL Kenya assisted Mr. Wagwan with his return to HIV treatment and opioid agonist treatment, a core part of the harm reduction package that offers people who are dependent on opioids an alternative to reduce their risk of HIV.

“I HAD GOTTEN TO A POINT WHERE I HAD GIVEN UP LIVING, BUT THEM LINKING ME BACK TO HARM REDUCTION SERVICES AND SUPPORTING ME WITH TRANSPORT FOR A MONTH HAS GIVEN ME MOTIVATION. I SEE THIS AS A SECOND CHANCE IN LIFE.”

Mr. Wagwan, Receiving HIV / Harm Reduction Treatment

HERE'S WHAT WE CAN DO TOGETHER.



Stop Punishing People Who Use Drugs

We can drive positive change by working with people who use drugs free from judgement, coercion, discrimination, and the threat of incarceration. Laws should reflect a more health-driven approach to drug use, and the ways people who use drugs receive information and services should be made appealing and comfortable for them.

For example, in 2021, we provided support for the Syringe Access Fund, which enabled community-based partners in two midwestern US states to help shape new legislation that legalized syringe service programs.

Through the Rocket Fund, together we can support more people who use drugs to access prevention, testing and treatment programs to ensure they are not at risk from HIV.

The reallocation of funds away from punitive measures and toward harm reduction saves not only millions of lives but also billions of dollars:

THE LIFETIME TREATMENT COST OF AN HIV INFECTION IS ESTIMATED AT \$379,668.

REALLOCATING JUST 7.5% OF DRUG CONTROL SPENDING (\$7.66B) WOULD RESULT IN A 94% REDUCTION IN NEW HIV INFECTIONS AND AIDS-RELATED DEATHS AMONG PEOPLE WHO INJECT DRUGS, A POPULATION WHICH ACCOUNTS FOR 1 IN 10 OF THE TOTAL NEW HIV INFECTIONS.



Support Harm Reduction

We're helping to press the case for the reallocation of funding away from the criminalization of people who use drugs to services that benefit public health. Our partnerships connect communities and governments in the effort to support harm reduction, and we continue to advocate for the creation of clearer guidelines for people who use drugs in national HIV funding strategies.

In Tanzania, we partnered with Doctors of the World on an innovative program in Dar es Salaam. It provided harm reduction services to 15,000 people, enabled 4,000 individuals to test for HIV, and led the Tanzanian government to recognize the potential for a change in HIV approaches.



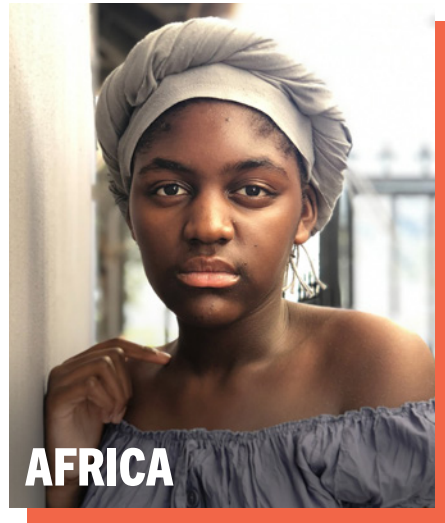
Give People Who Use Drugs the Services They Need, Where They Need Them

We support people who use drugs to readily access HIV treatment programs and opioid agonist treatment, as well as the provision of sterile needles and distribution of naloxone to reverse an overdose. And we're working to guarantee social and legal supports to uphold the rights of people who use drugs.

We funded the Alliance for Public Health initiative to implement services aimed at improving the health and wellbeing of young people who use drugs in Ukraine. The Alliance has reached over 400,000 young people with vital evidence-based information, while also providing at-home HIV self-test kits to those engaging in sexualised drug use.

OUR GLOBAL REACH

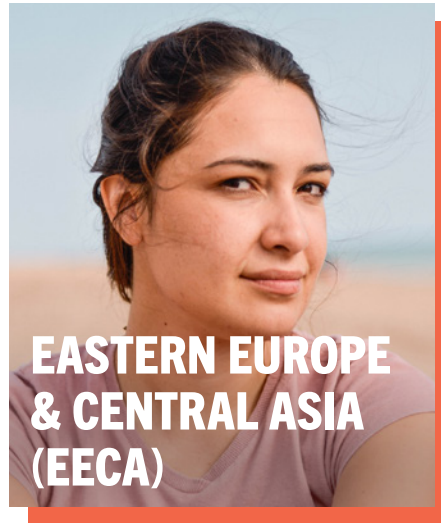
The Elton John AIDS Foundation works around the world, from Ukraine to Mozambique, from the United States to India, in some of the most challenging contexts where others don't go. Here are a few examples of our current work.



AFRICA

AIDS is the leading cause of death among young people in Sub-Saharan Africa.

The Rocket Fund supports programs such as Triggerise's In Their Hands, a ground-breaking service in Kenya which integrates mental health services into HIV and sexual and reproductive health care. The program provides a link between public and private services with an easy-to-use, youth-centric platform that connects young people to clinics.



EASTERN EUROPE & CENTRAL ASIA (EECA)

Although HIV infections are on the decline globally, they're on the rise in EECA.

The Rocket Fund supports RADIANT, our initiative which addresses new cases of HIV and deaths from AIDS-related illnesses. Through focused action, investment and resourcing, RADIANT brings quality HIV/AIDS care and prevention services to people at risk of or living with HIV in EECA.

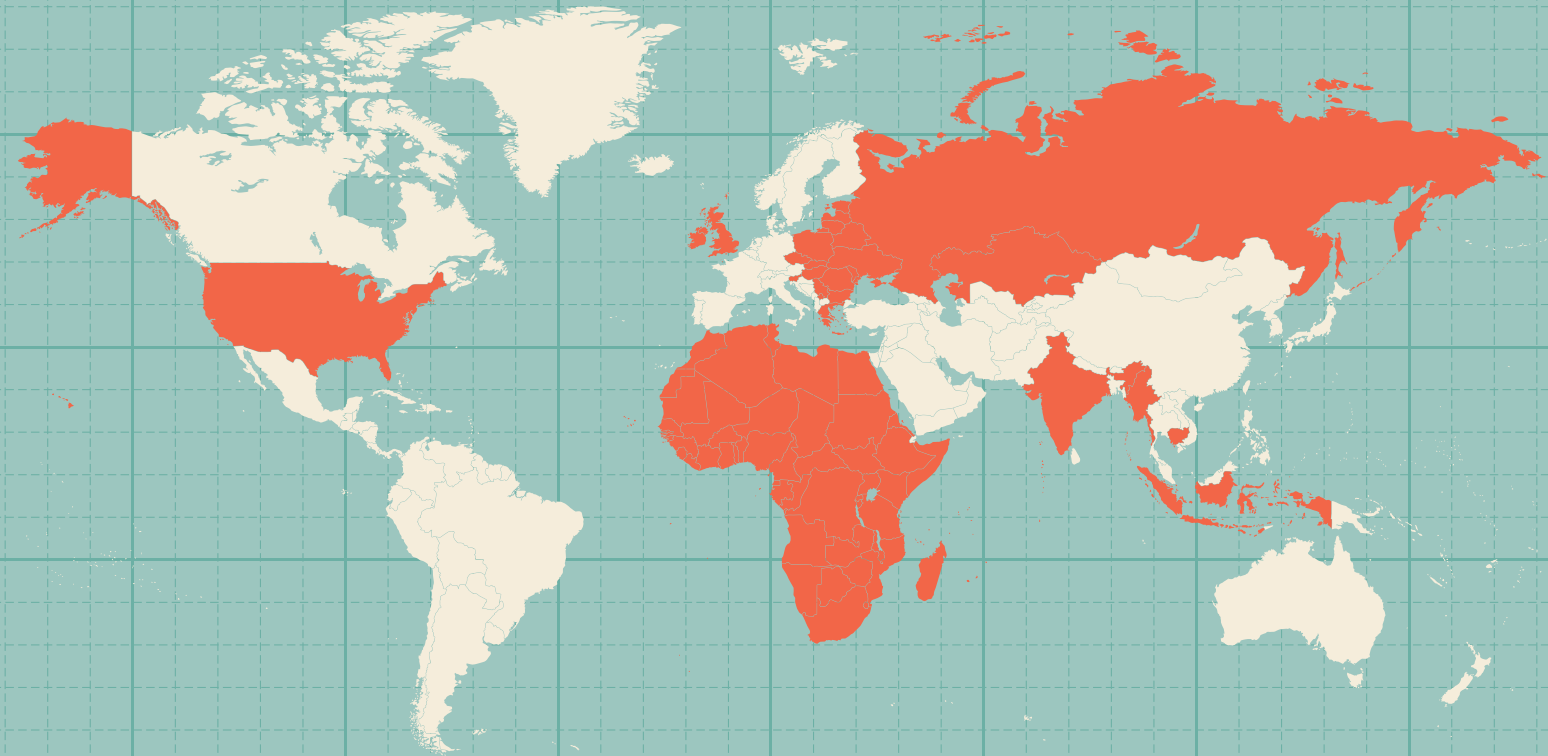


UNITED STATES

We're helping reduce high HIV rates in the southern United States, where inequity, stigma, and lack of resources keep people away from the treatment and services they need.

The Elton John AIDS Foundation works with leading U.S. companies and tapping into their cutting-edge capabilities to make HIV services available where they are most needed.

WHERE THERE ARE BARRIERS, WE CREATE ACCESS.

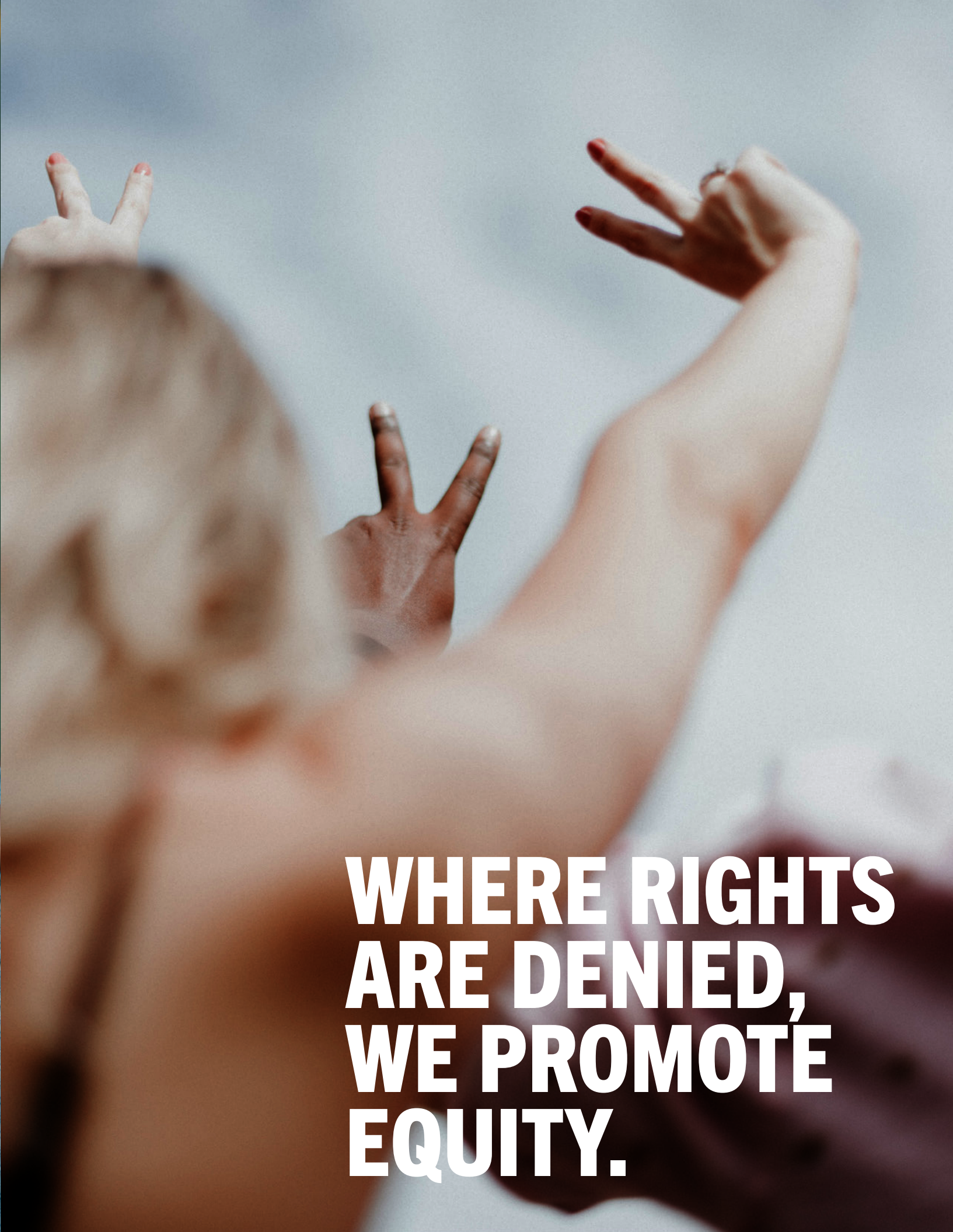


Impact Across 90 Countries

**WHERE THERE
IS CRUELTY,
WE BRING
COMPASSION.**



**WHERE RIGHTS
ARE DENIED,
WE PROMOTE
EQUITY.**



SINCE OUR FOUNDING IN 1992, THE ELTON JOHN AIDS FOUNDATION HAS:

• **FUNDED**
3,000+
HIV PROJECTS IN
OVER 90 COUNTRIES.

• **REACHED**
100M+
PEOPLE WITH EDUCATION,
PREVENTION SERVICES,
TREATMENT, TESTING AND
SUPPORT.

• **RAISED**
\$525M+
FOR HIV/AIDS GRANTS
GLOBALLY.

• **LEVERAGED**
\$350M
IN ADDITIONAL
FUNDING.



The Elton John AIDS Foundation promotes creative partnerships, innovative projects, and coalition-building. We have always responded to the unique and urgent needs of people at risk of and living with HIV.

**IN THE FIGHT TO
END AIDS, WE
LEAVE NO ONE
BEHIND.**



We're guided by love, compassion, and humanity, and by our founder's boldness and clarity.

JOIN US

Imagine a world free from HIV and AIDS.
This reality is within our grasp and you
are a critical part of the solution.

Support the Rocket Fund, and together,
we can end AIDS once and for all.

TO LEARN MORE AND JOIN US, CONTACT:
ROCKETFUND@ELTONJOHNAIDSFUNDATION.ORG



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