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## **THE VOLUNTARY SOLIDARITY CONTRIBUTION**

### **THE MILLENNIUM FOUNDATION'S FLAGSHIP PROJECT**

**From 2010 onwards, passengers making travel reservations will be able to give \$2 when they buy a plane ticket to fight against HIV/AIDS, malaria and tuberculosis. A simple click can bring development aid to the next level, building on global solidarity.**

### **AN URGENT NEED FOR ADDITIONAL FUNDING FOR HEALTH**

In 2000, the international community set 8 ambitious goals for development to be reached by 2015 – the Millennium Development Goals. While there has been some progress, much remains to be done to reduce poverty and improve health in developing countries. Health is one area where the international community may actually fail to reach its objectives. Malaria itself still kills one child every 40 seconds.

Despite the increasing awareness of the appalling human and economic impacts of HIV/AIDS, tuberculosis and malaria, international funding for health is lagging behind the needs of developing countries. The past years have unveiled that not only was funding insufficient in times of economic growth but that it was also highly vulnerable to economic crisis. Now more than ever, there is an urgent need to find new and sustainable sources of funding for health.

The Millennium Foundation for Innovative Finance for Health was created in November 2008 to further explore the idea of raising money through new mechanisms to help fund the annual \$10 billion needed to combat HIV/AIDS, tuberculosis and malaria, improve maternal health and reduce child mortality – the three main health-related Millennium Development Goals.

### **THE VOLUNTARY SOLIDARITY CONTRIBUTION**

The Voluntary Solidarity Contribution (VSC), a long-term additional and sustainable funding solution, is the chance to bridge the gap in financing health. Small contributions have already proven effective increases in access to treatments for HIV/AIDS, tuberculosis and malaria, as shown by UNITAID's tax levy on plane tickets.

Via a simple click, passengers can choose to add a small contribution of \$2 (or more) to the cost of their reservation in order to save lives in developing countries. Donating this way becomes easy and inexpensive; a small act which will create a global solidarity movement of like-minded individuals dedicated to the reduction of global health inequalities.

Leading stakeholders of the travel industry, including the three Global Distribution Systems (GDS) companies, Amadeus, Travelport/Galileo and Sabre, have already expressed their full commitment to implementing the Voluntary Solidarity Contribution. The contribution mechanism itself will be launched in the first half of 2010. The Millennium Foundation is also developing partnerships with other industries, so that this "micro-contribution" could extend beyond the travel world, enabling other industries to join in the effort to improve global health.

A major political announcement is planned for September 2009 at the United Nations General Assembly in New York. This will be preceded and followed by a viral marketing campaign, which will fuse market insight, superior creative talent and new media to build broad awareness around how individuals can help solve a major public health crisis through a simple click.

The Millennium Foundation and the Voluntary Solidarity Contribution also benefit from major support from governments, international organizations and foundations dedicated to health issues. The World Health Organization, the Bill & Melinda Gates Foundation, the Clinton Foundation, many nongovernmental organizations and countries such as the United Kingdom, France, Norway, Brazil, Chile

and representatives of African and Asian countries widely recognize the potential of the Voluntary Solidarity Contribution to bridge the health financing gap and improve the lives of many.