

**In Extraordinary Times...  
The Power of More**

**CS4ME**  
CIVIL SOCIETY FOR MALARIA ELIMINATION

**GFAN**  
AFRICA

**GFAN**  
ASIA-PACIFIC

**GFAN**  
global fund advocates network

# Global Week of Action Guide

**DATES: 7<sup>th</sup> – 11<sup>th</sup> March 2022**

## A. Introduction

The Global Week of Action for the Seventh Replenishment of the Global Fund to Fight AIDS, Tuberculosis and Malaria (Global Fund) is coordinated by [Civil Society For Malaria Elimination \(CS4ME\)](#), [Global Fund Advocates Network \(GFAN\)](#), [GFAN Africa](#), and [GFAN Asia-Pacific \(GFAN AP\)](#). This follows the successes of the [#LoveMoreGiveMore Campaign](#) initiated for the Sixth Replenishment of the Global Fund on 14<sup>th</sup> February 2019.

The [Investment Case of the Seventh Replenishment](#) has been released at the Preparatory Meeting<sup>1</sup> and calls for at least US\$ 18 billion. The full Investment Case is available in [English](#), and the Executive Summary in [Dutch](#), [English](#), [Spanish](#) and [French](#).

This Global Week of Action is anticipated to mobilise communities and civil society collectively to:

- Create momentum around the Seventh Replenishment of the Global Fund at the national, regional, and global levels through gathering communities and civil society to come together collectively through action.
- Raise awareness through the diplomatic channels of donor embassies of the Global Fund for the Seventh Replenishment using key messages of the Investment Case presented at the Preparatory Meeting.
- Build and/or strengthen partnerships nationally, including with donor embassies.

### CAMPAIGN SYMBOLS

The campaign symbols of this action are the origami paper crane and elephant.

The origami paper crane is a traditional Japanese handicraft. The crane is a symbol of success and good fortune in Japanese culture and the origami paper crane is a symbol of peace, love, and hope, and healing during challenging times.

Many African cultures revere the African elephant as a symbol of strength and power, and it is used to represent wisdom, strength, royalty, and moral and spiritual strength.

## B. Suggested Activities

The following activities are **SUGGESTIONS** to be carried out based on country context, resources and COVID-19 restrictions/situation. These can be carried out in combination.

- Bringing together communities and civil society colleagues to physically fold the origami paper cranes/elephants.
  - ⇒ To reduce the carbon footprint, you may choose to use old magazine papers for this activity instead of purchasing origami paper and/or square blocks of coloured paper.
  - ⇒ For the **tutorial of the paper crane**: [YouTube Tutorial](#). [Webpage Instructions](#).
  - ⇒ For the **tutorial of the paper elephant**: [Webpage Instructions with YouTube Tutorial](#).

<sup>1</sup> The Preparatory Meeting held virtually on the 23<sup>rd</sup> and 24<sup>th</sup> February 2022 is co-hosted by five implementing countries – Democratic Republic of Congo, the Republic of Kenya, the Republic of Rwanda, the Republic of Senegal, and the Republic of South Africa.

**#GLOBALWEEKOFACTION #POWEROFMORE #BETTERTOGETHER  
#THEBEATCONTINUES #MEETTHETARGET #GETBACKONTRACK  
#FIGHTFORWHATCOUNTS**

- Meetings (in person and/or virtual) arranged with [prioritised donor embassies/high commissions](#) in your country.
- For letters that will be delivered (in person and/or by courier) to the donor embassies, to please incorporate a few origami paper cranes/elephants in the letter. For colleagues who can and have folded a substantial amount of origami paper cranes/elephants, you may choose to put the origami paper cranes/elephants in a small jar or create a mobile that can be presented to the donor.



- Organising one meeting instead of individual meetings to embassies that will bring together representatives of donor embassies to disseminate the key messages of the Investment Case as well as from the Communities and Civil Society of the country.
- Hand delivering, dropping off, or couriating the physical letters with folded paper cranes/elephants to donor embassies.
- Sending electronic versions of the letters to the donor embassies.
- Engaging on social media to share pictures/videos of the activities during the Week of Action. More information will be shared by 4<sup>th</sup> March on the social media toolkit.

## C. What to Expect

### i. Letter templates customized for each priority donor country

A set of letters will be shared with you with specific guidance on edits required (i.e including the name of your country, organization, date etc).

Please collect the signatories from partner organisations and include them at the bottom of each letter with the necessary logos if appropriate. **Please only include the logos of all supporting organisations. Please also share the logos in TRANSPARENT BACKGROUND with us so that we can put them onto the webpage created for your country action.**

As the lead organisation conducting the action in the country, you may want to also add your logo at the bottom right hand of the footer. Please note that you will need to include the logo also on the 2<sup>nd</sup> page (for it to also show on the 3<sup>rd</sup> page) as the headers/footers are different from the 1<sup>st</sup> page.

Please update the YELLOW HIGHLIGHTED TEXT IN EACH LETTER, include all logos, and print or PDF the letters for your activity.

### a. Letters to be printed

A card cover and back has been designed for print in both A4 and US Letter sizes. The files are available in [A4 here](#) and [US Letter here](#). **Please note that if you are printing for A4, that the size of the cover**

**and back should fit on an A3 sized paper – please print on paper that has a heavier weight, the best card weight is 250 gsm.**

#### **b. Letters to be emailed**

If you are emailing the letters to the embassy, we request that each letter is saved as **ONE PDF FILE** that includes the front cover of the letter, and the back cover of the letter – with the letter in between.

IE. When the recipient opens the PDF, the letter will have a cover page (design), the letter, the back page (design).

#### **ii. Social Media Tool Kit**

A social media tool kit with relevant key messages, suggestive FB posts and tweets, hashtags and guidance for you to share your efforts during the Global Week of Action on to your social media

#### **iii. Key Messages for Meetings**

Please refer to [this section](#) to access key messages of the Global Fund Investment Case for the Seventh Replenishment

You can also find the suggested agenda for your meetings in [this section](#).

**Tentative agenda for meetings with Embassies and High Commissions** – In a later section you will see a suggestive agenda for your meetings with Embassies and High Commissions.

### **D. Donors of the Sixth Replenishment of the Global Fund**

All donors to the Global Fund Sixth Replenishment are listed on the [Government and Public Donors page of the Global Fund website](#). This includes a combination of traditional donors, additional public donors, and implementing country donors (solidarity pledge) that contributed to the Sixth Replenishment.

#### **i. Prioritised Donors**

Prioritised donors of the Global Fund for meetings and/or letter drop offs to be arranged between 7<sup>th</sup> – 11<sup>th</sup> March in your country (if they have presence) are:

1. United States
2. France
3. United Kingdom
4. Germany
5. Japan
6. Canada
7. European Commission
8. Sweden
9. Italy
10. Netherlands
11. Australia
12. Norway
13. Denmark
14. Belgium
15. Spain
16. Switzerland

## ii. Information on Embassies / High Commissions in your country

Please check [EmbassyPages](#) for information on the physical address and/or email address of the donor embassies / high commissions with presence in your country to reach out to and/or arrange for meetings and/or deliver the letters.

## E. Documenting your Efforts

To document all the efforts of all communities and civil society partners during the Global Week of Action, we are compiling your efforts onto a webpage as was done for the [#LoveMoreGiveMore Campaign](#).

**Therefore, we seek your support in documenting (pictures and/or videos) each step of the process of your activities** so that we can show the world our collective efforts! This may include but is not limited to:

- Physical meetings of communities and civil society colleagues planning/preparing for the donor embassy meetings. For virtual meetings, please capture screenshots on your communication platform (zoom, teams, webex, etc)
  - ⇒ Please capture pictures of your community colleagues folding the origami paper cranes and/or elephants (in the office) or at home (selfie)
  - ⇒ You could also capture colleagues working on the printing of the letters, readying materials for the embassy meetings – including flowers, balloons, etc.
- If letters are couriered or posted, please take pictures of all the letters prepared to be posted/couriered. You can consider placing the origami paper cranes/elephants with the letters for the pictures.
- Should you be emailing the letters, please have a few screen shots of the letters, as well as the screenshots of social media posts (for example on twitter). You can also consider having selfies with the letters on your computer screen and posing with the origami paper crane/elephant.
- For meetings arranged in person and/or if you are dropping off the letters in person at the embassies, please pose with your colleagues at the entrance of the embassy/high commission. The country name should be clear in the background of picture.
- During meetings, photos should be taken of meeting participants during the discussion, and a group photo should be taken with the ambassador or representative of the donor embassy/high commission with the letter and paper cranes/elephants.
- Should meetings be held virtually, please have screen shots of the meeting as it is going on, as well as a “group photo” of all participants during the meeting.

## i. Sharing your Pictures/Videos

We recommend that you upload all pictures/videos to google drive/dropbox and give us the link to access the documentation. We recommend that the files are organised according to the date the action is carried out on, and then donor.

We also ask that you create an excel sheet or document that you will record which date the meeting/action took place, which donor embassy you met with, the name and job title of the representatives you met. This will help us with organising the documentation/information that will be placed on the website.

We kindly request that you email this link **IN THE ORIGINAL EMAIL THAT WE HAVE CONTACTED YOU AT FOR THE ACTION**, and **do not create a new email** as this will be very helpful for us to track updates given the large number of colleagues we are coordinating with.

During the action, please also upload your efforts on social media platforms. More instructions will be provided in the social media toolkit that will be shared in the coming week on organisations/handles to be tagged, and the hashtags to be included.

Please **do not share pictures/videos with us on WhatsApp or other communication platforms** as the resolution of the pictures may be compromised.

## F. Email to Donor Embassies to arrange for Meetings

The following template is shared as a reference for arranging meetings with donor embassies via email. Please be sure to amend the yellow highlighted text accordingly.

**Given the COVID-19 situation in your country, you may choose to amend the language to specify if this meeting is taking place at the embassy/high commission or virtually.**

### SUBJECT MATTER FOR EMAIL: Requesting a Meeting on the Seventh Replenishment of the Global Fund to Fight AIDS, Tuberculosis and Malaria

Your Excellency,

Greetings from [INSERT NAME OF YOUR ORGANISATION]!

2022 marks the 20<sup>th</sup> Anniversary of the Global Fund to Fight AIDS, Tuberculosis and Malaria (Global Fund) and coincides with its Seventh Replenishment. [NAME OF DONOR COUNTRY EG: Australia] has been a supporter of the Global Fund and has helped the collective partnership save 44 million lives over the last two decades. Through contributions from donors like you, the Global Fund has been able to put 21.9 million people on antiretroviral therapy for HIV, treated 4.7 million people with TB, and distributed 188 million mosquito nets by the end of 2020.

During the “Global Week of Action” held between 7<sup>th</sup> – 11<sup>th</sup> March 2022, communities living with, affected by and/or vulnerable to HIV, Tuberculosis and Malaria and civil society organisations across the world are reaching out to embassies and high commissions of Global Fund donors to recognise your important role that ensures the healthy lives and well-being for all, appreciate your commitment towards the fight against HIV, TB and malaria and building resilient and sustainable systems for health and strengthening community systems, and protecting and promoting human rights and gender equality for key and vulnerable populations.

Hence on behalf of communities and civil society working in HIV, TB and malaria responses in [NAME OF YOUR COUNTRY EG: Indonesia], [NAME OF YOUR ORGANISATION] would like to request for a meeting with you between the 7<sup>th</sup> – 11<sup>th</sup> March to share our key messages and appreciation from communities living with, affected by and/or vulnerable to HIV, Tuberculosis and malaria.

We look forward to your favourable reply and remain at your disposal should you require any clarifications.

In solidarity,

[NAME OF REPRESENTATIVE]

[POSITION]

[ORGANISATION]



## G. Agenda for Meetings with Embassies and High Commissions

Should you be holding meetings with the prioritised donors – please refer to the following as **suggestions** on the format of the agenda.

- 10 minutes – Introductions. Include how your organisation is related to Global Fund implementation. This could be as a PR, SR, SSR and/or working with communities that are direct beneficiaries of Global Fund programmes in your country. Should meeting participants also be on the CCM, please share this information.
- 10 minutes – Discuss how important this donor's contribution to the Global Fund has been to ensure that communities and civil society in the country. This could include positive changes to the health services for HIV, TB and malaria – including prevention, treatment, diagnostics; influences on legal barriers that impact the lives and livelihoods of key populations; sexual reproductive health rights and services to women, girls and young people, etc.
- 10 minutes – Share key messages of the Investment Case of the Global Fund, and why it is important for the donor to step up for the Seventh Replenishment. If a key ask (number) is shared by donor civil society colleagues of this donor, please share. *Please refer to the individual letters prepared for donors for these messages.* You can also stress on the importance of sustainable health financing in your country and the role that this donor can play with your country on reaching the HIV, TB, and/or malaria targets set in the NSP.
- 5 minutes – Folding of paper cranes/elephants with the embassy representatives. If the meeting is conducted physically, folding of origami paper cranes/elephants could be done physically. Make sure to bring necessary materials with you to the embassy/high commission. If the meetings are conducted virtually, you can fold digital origami paper cranes/elephants on GFAN AP website and request the embassy representatives to sign on to “Power of More” campaign to showcase

### Securing at least US\$18 billion for the Global Fund would:<sup>7</sup>

**Help get the world back on track to end AIDS, tuberculosis and malaria:**

• **Save 20 million lives** between 2024 and 2026, reducing the mortality rate by 64% across the three diseases by 2026, relative to 2020 levels.

• **Reduce the death toll** across the three diseases to 950,000 in 2026, down from 2.4 million in 2020, and from 4 million in 2005.

• **Avert more than 450 million infections or cases** reducing the incidence rate by 58% across the three diseases by 2026, relative to 2020 levels.

**Accelerate progress toward SDG 3 and universal health coverage and strengthen pandemic preparedness:**

• **Catalyze scale-up of domestic investments of up to US\$59 billion** toward ending the three diseases and strengthening systems for health through co-financing requirements and technical assistance on health financing.

• **Reinforce systems for health and pandemic preparedness** by investing approximately US\$6 billion to support health care workers; strengthen laboratories, diagnostic tools, supply chain management, information and financial systems; tackle antimicrobial resistance, including drug-resistant TB; reinforce community systems; and accelerate the shift toward patient-centered, differentiated models of care.

• **Yield a return on investment of 1:31** with every dollar invested in fighting the three diseases resulting in US\$31 in health gains and economic returns, further contributing to the achievement of the overall SDG agenda.

• **Reduce inequities in health services** by addressing gender-related and human rights barriers to access and working with partners, including civil society and affected communities, to build more inclusive health systems that leave no one behind. For example, this investment will reduce global inequality in life expectancy (where people in low-income countries live much shorter lives than in high-income countries) by 9% in 2026.

7 With a Seventh Replenishment of US\$18 billion, the Global Fund would contribute to achieving these results alongside sustained levels of other external funding, scaled-up domestic financing, and more innovation, collaboration and rigorous execution.

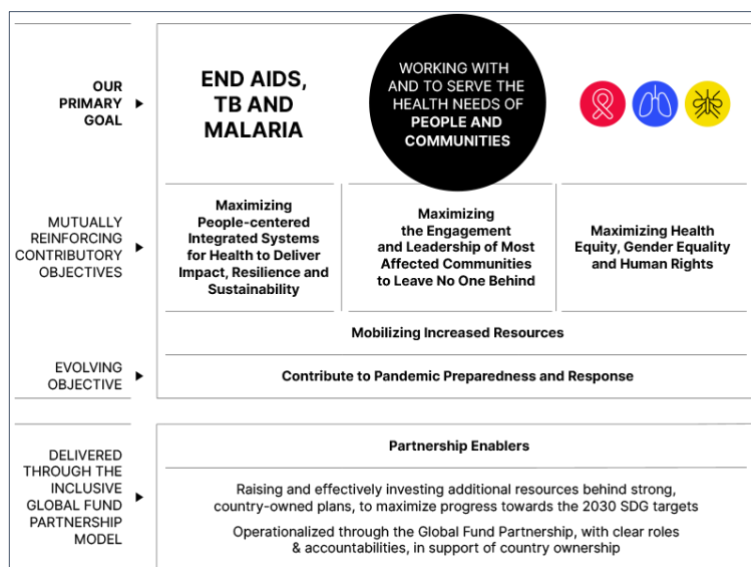
their solidarity with communities and civil society. More information on the digital folding of origami paper cranes/elephants will be shared on the 4<sup>th</sup> of March.

- 10 minutes – General discussion – this could include key priorities for the donor country.

### i. Key Messages from the Global Fund Investment Case

The full Investment Case is available in [English](#), and the Executive Summary in [Dutch](#), [English](#), [Spanish](#) and [French](#). The key messages are available on page 15 of the executive summary.

You are also encouraged to share the importance of Global Fund Funding in your country programmes through prevention efforts; highlight the engagement of communities living with and/or affected by the three diseases, key populations and vulnerable populations, young people, women and girls; how the investments have contributed to community systems strengthening, etc. You are also welcomed to share thoughts on how to strengthen Global Fund programmes in country. The key message on the investment case is that US\$ 18 billion is the absolute minimum to achieve the objectives set out in the new [Global Fund Strategy 2023 – 2028](#) which places communities in the centre for people-centred integrated systems for health and to leave no one behind.



### ii. Key Messages from the “Fully Fund the Global Fund: Get Back on Track to End AIDS, TB and Malaria in a COVID World” Report

GFAN working with partners developed this [report](#) which calls for US\$28.5 billion to close the gaps and get back on track for the period 2023 – 2025:

- US\$ 9 billion for HIV
- US\$ 2 billion for TB
- US\$ 8 billion for Malaria
- US\$ 4.5 billion for strengthening community-led responses

Following the launch of the investment case, GFAN and partners released a [statement](#) in reaction which call for all donors to close the resource gap and support the Global Fund with at least US\$ 24 billion to fight the three diseases for the Seventh Replenishment, US\$ 6 billion above the minimum funding need expressed in the Investment Case. For more information, please refer to the [GFAN website](#) for the statement to be released on (or after) 28<sup>th</sup> February.

Please refer to these messages to strengthen your positions on why the US\$ 18 billion is the bare minimum that the collective partnership needs to achieve!

## H. Social Media during your Activities

A social media guide is being finalised and will be shared with you in the coming week.

Should you be using twitter to provide live updates on your activities, please be sure to tag the handles **@GFANAP @GFAN\_Africa @CS4MEglobal @GFAdvocates** so we are able to like/retweet your tweet. In addition, please be sure to use the hashtags **#BetterTogether #ThePowerOfMore #MeetTheTarget #TheBeatContinues #FightForWhatCounts #GetBackOnTrack** as part of the main tweet or as a follow up tweet given space constraints.

Should you have contacts with journalists in your country, you are also encouraged to share your plans and activities for a write-up in your country paper.

[Civil Society For Malaria Elimination \(CS4ME\)](#) is a global network of civil society organizations and communities contributing to malaria elimination and ensure that communities are at the centre of malaria programs. Firm in the belief that empowered community and civil society are game-changers in health responses, CS4ME facilitates a platform for representatives of malaria communities and civil society to come together as part of their commitment to jointly advocate for more effective, sustainable, people-centred, rights-based, equitable, and inclusive malaria programmes.

[Global Fund Advocates Network Africa \(GFAN Africa\)](#) is a continent wide social movement that demands health for all by recruiting, connecting and mobilizing health advocates (individuals and organizations) to communicate the urgent need for a fully funded Global Fund to defeat HIV, tuberculosis and malaria as epidemics. GFAN Africa also leads civil society and communities in efforts towards advocacy for Governments to increase allocation of domestic resources for health. We seek to maximize impact of investments in health and to save lives. To achieve our ambitions for sustainable health financing, at GFAN Africa, we elevate and unite communities and civil society's voices and actions on health advocacy in the Africa region using the 'right to health' framework.

The [Global Fund Advocates Network Asia-Pacific \(GFAN AP\)](#) is an advocacy platform of HIV, Tuberculosis and malaria community and civil society organisations in the Asia-Pacific region. GFAN AP supports advocacy for a fully resourced Global Fund to Fight AIDS, Tuberculosis and Malaria (Global Fund); increased and sustainable domestic resource mobilisation for health; and equitable, people-centred, human rights-based and gender transformative inclusion of HIV, Tuberculosis and malaria responses within Universal Health Coverage (UHC).

The [Global Fund Advocates Network \(GFAN\)](#) was established in 2011 to unite voices and efforts from all over the world to support a fully funded Global Fund to Fight AIDS, Tuberculosis and Malaria. GFAN builds on and brings together existing structures, expertise and experience that has been developed and gathered since 2002 in support of the Global Fund, working with advocates, activists, and affected communities in the South and the North, as well as Friends of the Fund organizations. The overall purpose of GFAN is to build a global social movement to demand health for all by recruiting, connecting, and mobilizing advocates to communicate the urgent need and demand full funding for the Global Fund to maximize its impact.