

Imagine if you could change the world with a simple click.

Imagine if you could travel and save lives at the same time.

Imagine a movement based on a new form of helping others.

A movement that is just a normal part of our daily lives.

A movement that is not built upon guilt, but upon action.

MASSIVEGOOD[®]

Technology powered by

amADEUS
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press@millennium-foundation.org
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inquiries@millennium-foundation.org

To receive U.S. donations, the Millennium Foundation has established a "MASSIVEGOOD America Fund" at Charities Aid Foundation America ("CAF America"), a U.S. registered tax-exempt charity that makes it possible for American donors to give safely and securely and obtain a tax deduction. Gifts to MASSIVEGOOD become the property of CAF America, for use in support of MASSIVEGOOD activities.

Route de l'Aéroport 31
PO Box 526
1215 Geneva 15
Switzerland

MILLENNIUM
FOUNDATION
INNOVATIVE FINANCE FOR HEALTH

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Advances in global travel have brought us all closer together. Yet despite our interconnected world, treatable diseases still kill millions of people every year in less developed countries. Inadequate health care for pregnant mothers and their newborns threatens an entire global generation.

What if we could also commit deadly epidemics to history's dustbin - by the simple act of traveling?

With **MASSIVEGOOD**, this will become a reality. **MASSIVEGOOD**, a new fundraising mechanism, will empower travelers to do their part in building a healthier world.

MASSIVEGOOD is an unprecedented private-public partnership between the travel industry and the world's most respected global health organizations.



Click on **MASSIVEGOOD** when you buy a plane ticket, book a hotel room or rent a car and you will join a global movement that has **the potential to raise up to \$1 billion in additional funding for global health in four years.**

Your **MASSIVEGOOD** micro-contribution goes to **UNITAID**, an organization created in 2006 to increase access to treatments against HIV/AIDS, malaria and tuberculosis in developing countries. Additional funds will be used to improve maternal and child health in low-income countries where pregnancy is too often a death sentence and children have limited access to basic health care.

MASSIVEGOOD is the flagship project of the Millennium Foundation for Innovative Finance for Health, a non-profit Swiss foundation, established in November 2008 in order to create new ways to finance health systems in low- and middle-income countries.

"Our message is quite simple - you can help change the world one click at a time from where you are sitting and join a movement that will do MASSIVEGOOD."



Bernard Salomé, Managing Director of the Millennium Foundation.

Using market-based solutions to reduce prices of quality medicines and increase their availability in poor countries, **UNITAID** has achieved remarkable results in its short existence.

Three out four children on HIV treatment globally are able to survive thanks to **UNITAID** funds. Many HIV-positive mothers in the developing world can give birth without transmitting the diseases to their children thanks to medication made affordable through **UNITAID**'s programs. **UNITAID** has supplied over one million people with insecticide-treated bed nets to protect against malaria-carrying mosquitoes.

These victories, however, are not enough. Additional funding is still needed.

By contributing just \$2 to your travel purchase, you can help **UNITAID** continue with its life-saving work and join millions of other travelers in putting an end to the global health crisis.

"We need scientific and technologic innovation, such as new medicines and vaccines, but we also need innovative ways to ensure that scientific progress benefits those who need it. That's where UNITAID makes the difference."

Bill Gates, Co-Chair of the Bill & Melinda Gates Foundation, February 25th, 2008