

WHAT IS MASSIVEGOOD®?

MASSIVEGOOD® is a pioneering, easy-to-use solution that lets your company and its employees address global health and save lives while getting your business done.

MASSIVEGOOD® offers a unique opportunity for employees and companies to participate in global good:

- Enables companies and employees to engage around critical issues like global health.
- Shows Corporate Commitment: Demonstrates to employees that their company cares about the world at large, especially in making the world a healthier place.
- Makes Business Travel Meaningful: Reinforces the connection between traveling and being a good global citizen.
- Easy to Implement: Provides a path to meaningful corporate action with minimal effort.

MASSIVEGOOD®

JOIN
MASSIVEGOOD®

Visit:

www.massivegood.org

www.millennium-foundation.org

Reach us at:

corporate@millennium-foundation.org

Press inquiries:

press@millennium-foundation.org

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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.

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DID YOU KNOW
THAT YOUR COMPANY
AND EMPLOYEES
CAN HELP SAVE LIVES
WHILE GETTING
**BUSINESS
DONE?**

MASSIVEGOOD®
**GOES
CORPORATE!**

JOIN
MASSIVEGOOD®

WHAT IS MASSIVEGOOD® CORPORATE?

Travel brings us closer to the world around us, inspiring us to be better global citizens. Yet despite our interconnected world, treatable diseases still kill millions of people every year in less developed countries.

What if a small financial commitment as a business traveler could turn your company and employees into global health advocates?

With **MASSIVEGOOD®**, this can become a reality.

Beginning in June 2010, companies will be able to participate in **MASSIVEGOOD®** by making contributions themselves, by allowing employees to contribute, or both. **MASSIVEGOOD®** provides a great way for employees to engage in the fight against HIV/AIDS, malaria, tuberculosis and for the improvement of maternal and child health.

MASSIVEGOOD® gives travelers the option to make a small contribution (of \$2, \$10 or more) towards major global health causes every time they buy a plane ticket, reserve a hotel room or rent a car. **MASSIVEGOOD®** helps make travel more meaningful and lets travelers connect with fellow contributors on www.massivegood.org, a social network committed to building a healthier world.

HOW DOES IT WORK?

MASSIVEGOOD® Corporate is made possible through a company's travel management system. Getting started is simple.

1. **Set up a corporate account** at www.massivegood.org. It's an easy process that only takes a few minutes.
2. **Select a way to participate:**
 - ✓ Employees can contribute when they book travel.
 - ✓ Companies can match employee contributions.
 - ✓ Companies can set up their own terms for giving.
3. **Notify the travel management company and/or online booking tool** that your company uses through an easy-to-use activation process that "turns on" **MASSIVEGOOD®**.

Now employees and companies will be able to make an impact on global health with their business travel, just a few dollars at a time. It all adds up to some serious **MASSIVEGOOD®**.



WHERE DOES THE MONEY GO?

Contributions to **MASSIVEGOOD®** 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 William J. Clinton Foundation Health Access Initiative among others.

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 of four children on HIV treatment in the world 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.



Bill Clinton, Founder of the William J. Clinton Foundation, and Ban Ki-moon, United Nations Secretary-General, at the Official Launch of **MASSIVEGOOD®**, March 4th, 2010.