

PARTNERSHIP FOR AN HIV-FREE GENERATION



Accenture contributes to the initial staffing and mobilization of the HIV-Free Generation Program Management Center. Accenture specifically provides consulting services to Non-Profit organizations, NGOs, foundations and donor organizations operating in the development sector, helping these organizations achieve their social and economic development goals. Additional information about Accenture is available at <http://www.accenture.com/adp>.

The **African Broadcast Media Partnership Against HIV/AIDS (ABMP)**—a coalition of 57 public and private broadcast media companies across 35 countries—is pleased to join with HIV-Free. The ABMP will use its continent-wide media platform to promote the shared objective of an HIV-free generation in Africa by sustaining its continent-wide campaign using the tagline Imagine the Possibility of an HIV-free Generation: It Begins with YOU! The ABMP is part of the Global Media AIDS Initiative (GMAI), an unprecedented effort to mobilize the world's media in response to the AIDS pandemic. The Kaiser Family Foundation serves as Secretariat for the GMAI. Additional information about ABMP and GMAI is available at <http://www.broadcasthivafrica.org/> and <http://www.thegmai.org/>.



APCO Worldwide, a global strategic communications and public affairs firm, provides communications, advocacy and organizational planning support for HIV-Free, including outreach to the private sector. In addition, StudioAPCO® designed the brand identity for the launch of HIV-Free Generation, including the logo and name. <http://www.apcoworldwide.com/>

Girl Scouts of the USA will use digital media to link Girl Scouts in the United States with their sister Girl Guides from the Kenya Girl Guide Association to collaborate on HIV/AIDS peer education, and spread awareness about HIV prevention and related subjects. Girl Scouts and Girl Guides will also collaborate on building cross-cultural understanding, girl leadership, advocacy, and cross-border community action projects. <http://www.girlscouts.org/>



The **Global Business Coalition on HIV/AIDS, TB and Malaria** will leverage its membership of more than 220 companies to expand private sector in-kind and financial support for HIV-Free. The Coalition will also help further increase the visibility of HIV-Free Generation among the private sector in Kenya and globally. <http://www.gbcimpact.org>

Using the Power of Soccer in the fight against HIV and AIDS, **Grassroot Soccer** provides African youth with the knowledge, life skills, and support to live HIV-free. <http://www.grassrootsoccer.org/>



Hasbro will build on its expertise in creating toys and games for children around the world to develop age-appropriate games – with a special emphasis on younger youth – about HIV prevention and healthier, more hopeful futures. <http://www.hasbro.com/>

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Intel will provide input on communication infrastructure and computer application and solutions, and advice on building capacity and partnership programs in emerging markets. <http://www.intel.com/>

Junior Achievement, in partnership with business and educators, will target youth with in-school and after-school programs focusing on work readiness, entrepreneurship, and financial literacy, thereby addressing underlying factors that increase risk for HIV infection. <http://www.ja.org/>



AmericaShare, a non-profit organization founded by **Micato Safaris** and dedicated to helping populations in Nairobi, Kenya who have been affected by the HIV/AIDS epidemic, will promote economic empowerment and life-skills for youth. Through education, community outreach and economic empowerment programs, AmericaShare will provide disadvantaged children and women with access to basic services in order to help HIV-Free Generation achieve its HIV prevention goals. Micato Safaris is a leading tour operator focused on destinations in East Africa, Southern Africa, and India. Additional information about AmericaShare is available at <http://www.AmericaShare.org>.

Microsoft will provide technical assistance and leverage existing community technology learning centers to raise awareness about HIV among youth, while better preparing young people for the future through a focus on technology education, fostering local innovation, and creating jobs and opportunity. <http://www.microsoft.com>



The law firm of **Mitchell Silberberg & Knupp LLP (MS&K)** is pleased to serve as pro bono tax and legal counsel to HIV-Free. MS&K's Charitable Sector Practice established the legal entity through which the Partnership operates, and applied on its behalf to the United States Internal Revenue Service for recognition of its tax-exempt status. <http://www.msk.com>

MTV Staying Alive Foundation will bring its global HIV and AIDS prevention campaign "Staying Alive" to the Partnership, and will contribute to the development and delivery of mass media HIV prevention and behavior change messages to youth through multimedia, including television, radio, and internet. MTV Staying Alive will also collaborate on training youth in media and journalism, and provide a toolkit for peer education programs. Additional information about MTV Staying Alive Foundation is available at <http://www.staying-alive.org>.



The **United States President's Emergency Plan for AIDS Relief (PEPFAR)** will contribute technical expertise in youth prevention, programmatic capacity, on-going support and other resources to HIV-Free. Launched in 2003 to combat global HIV/AIDS, PEPFAR is the largest commitment by any nation to combat a single disease in history. <http://www.pepfar.gov>

The HIV-Free Pilot in Kenya is fully integrated with the **United States President's Emergency Plan for AIDS Relief (PEPFAR)** -supported youth prevention program in Kenya managed by the U.S. Centers for Disease Control and Prevention, Peace Corps, U.S. Agency for International Development, and the Walter Reed Medical Research Unit. Through these agencies, dozens of local and international partners from across the spectrum of faith, community, and development organizations are supported to provide young Kenyans with better, healthier, and more hopeful futures. <http://nairobi.usembassy.gov/>



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Rotarians for Fighting AIDS (RFFA) will provide in-kind and direct support for physical health improvement, education and economic development opportunities through traditional schools, mentoring, and job skills training for African young people. RFFA links Rotary International's worldwide network of individual Rotary Club's civic, humanitarian and business leader members with HIV-Free in Kenya. RFFA is a global Rotarian Action Group of Rotary International with a mission to mobilize the 1.2 Million Rotarians in the fight against HIV/AIDS. Additional information about Rotarians for Fighting AIDS is available at <http://www.rffa.org>.

TechnoServe will work to reduce vulnerability to HIV by creating economic opportunities, offering access to information, markets, finance, life-skills, mentors, and entrepreneurship support to help youth involved in HIV-Free Generation to start or grow their own businesses and find employment. <http://www.technoserve.org/>



TECHNO SERVE
Business Solutions to Rural Poverty



The Coca-Cola Africa Foundation, acting through The Coca-Cola Company, will publicize and assist in the development of key messages linking and integrating HIV prevention, health promotion and economic opportunity interventions for young people. The Coca-Cola Africa Foundation will utilize its media contacts and experience to help extend the reach of HIV-Free Generation throughout Africa and advise on the relevance of branding and messaging. <http://www.africa.coca-cola.com>

The Draper Richards Foundation will leverage its expertise in providing funding, business mentoring, and technical support to social entrepreneurs, and support Grassroot Soccer in promoting HIV prevention among youth. <http://www.draperrichards.org/>



Nike Foundation The Nike Foundation supports HIV-Free in its efforts to put girls at the center of the HIV/AIDS response. The Nike Foundation aims to change the world through adolescent girls and provides insight on the most effective combinations of girl-focused programming in health, safety, education and economic empowerment, particularly those that will keep girls free of HIV. Rooted in the work of its key partners, the Nike Foundation seeks to raise awareness of the unique challenges faced by girls and the unparalleled potential they offer in HIV/AIDS prevention for themselves, their families and communities. <http://www.nikefoundation.org>

Warner Bros. Advanced Media Services Inc., a member of the Warner Bros. Entertainment group of companies, brings its expertise in youth-friendly marketing and youth-friendly technology to the partnership. In addition Warner Bros. Interactive Entertainment developed a multiplayer computer game, "Pamoja Mtaani" ("Together in the Hood") with PEPFAR that provides a platform for behavior change for HIV prevention among 15-19 year-olds. <http://www.warnerbros.com/>

