

# The GAVI Matching Fund

## ***The GAVI Alliance***

*Leading Group on Innovative Financing for Development*

*Paris, 29 Nov 2011*



# Objective: expand and develop GAVI's range of partnerships with the private sector



- **GROWTH:** Incremental private resources for global health
- **LEVERAGE:** 'Matching' uses donor funds to attract new private resources and expertise
- **ENGAGEMENT:** Private sector marketing skills and relationships increase awareness and create advocates
- **INNOVATION:** Enhanced status as innovative leaders
- **RESULT:** *Support GAVI's long-term financial sustainability and enhance its capacity to deliver*

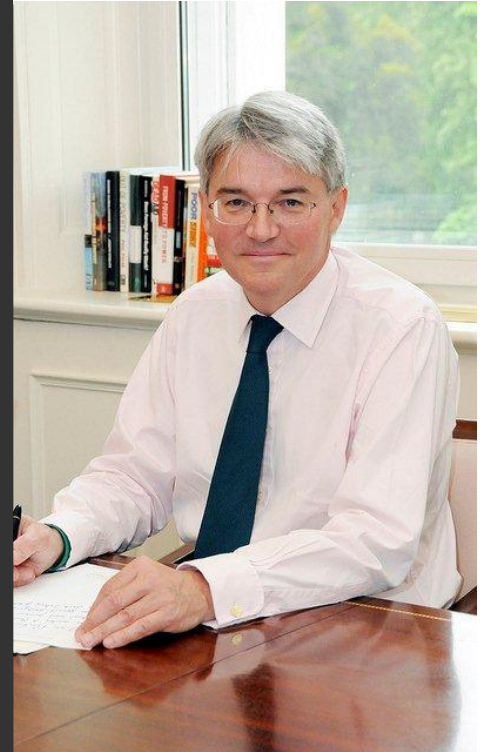
# How The Matching Fund works

## 3 simple steps:

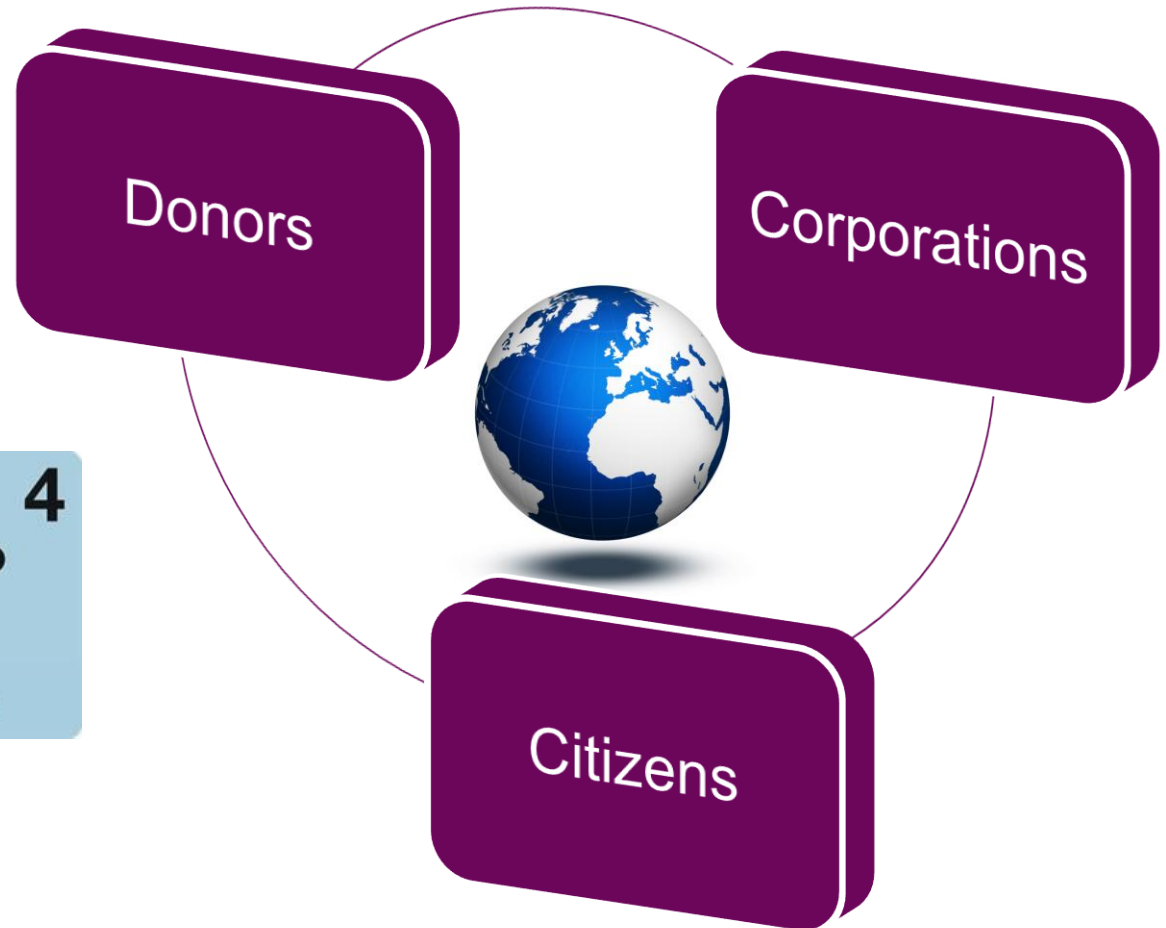
- **Step 1:** A private sector partner makes a pledge to GAVI
- **Step 2:** The partner engages with employees or customers to raise additional funds
- **Step 3:** Donors match all funds raised by the private partner and their outreach programme

“Businesses and their customers have a historic opportunity to play a key role in preventing millions of needless deaths”

- *Andrew Mitchell,  
UK Secretary of  
State for  
International  
Development*



# A collaborative model of benefits: the whole is bigger than the individual parts



The MDGs matter  
and resonate with a broad  
audience



# The Matching Fund timeline



IFFIm Chair Alan Gillespie



Nov-Feb: IF strategy review. Board paper suggests private sector focus, mentions 1+1+1

Jan-March: Concept developed with DFID. SoS Mitchell writes to 18 business leaders

April-June: One-on-ones with UK business leaders led by IFFIm chair Alan Gillespie & DFID

June: Chancellor Osborne hosts breakfast. BMGF joins as donor. 3 UK private sector partners and one Spanish partner join

Aug-Nov: Finalised & signed agreements with "la Caixa" and Anglo American; finalised MoU; and began approach to corporations in UK and US



# Where we are

- Total committed:  
Approximately US\$ 130 million
  - UK: £50 million
  - BMGF: US\$ 50 million
- This money is used to match private sector contributions and help GAVI deliver vaccines to the poorest countries



**“Vaccines are the simplest, most effective, most inexpensive way to save children’s lives”**

Bill Gates, Co-Chair, Bill & Melinda Gates Foundation

Bill & Melinda Gates Foundation/Mark Makela



# Initial corporate partners



J.P.Morgan



**Obra Social**  
Fundación "la Caixa"



**AngloAmerican**

*Total pledged: US\$ 14.3 million*



# Case study: “la Caixa” and the Business Alliance

- **Corporate leadership:** In 2008, “la Caixa” founded the Business Alliance to offer small-to-medium businesses the opportunity to develop their Corporate Social Responsibility through an aggregate collaboration with GAVI Alliance
- **Growing the partnership:** Building upon their partnership with GAVI, “la Caixa” pledged € 4 million in June 2011 for the purchase of pneumococcal vaccine for GAVI-supported countries in Latin America to be matched through the Matching Fund by the Bill & Melinda Gates Foundation (BMGF)
- **Redefining the last “+1”:** Leveraging the Matching Fund, “la Caixa” has been able to extend their reach to larger corporations to generate more support for GAVI and global health



“la Caixa” signing event on 4 October 2011





# Case study:

## Anglo American roundtable

- **The opportunity:** Matching Fund's structure provokes wider discussion on the relationship between corporations, foundations and governments in regards to philanthropy
- **The event:** Sir John Parker, Chairman of Anglo American, hosted Jeff Raikes, CEO of BMGF, Michael Anderson of DFID and twelve other corporate leaders for an intimate discussion about the role the private sector in meeting global health challenges
- **The outcome:** The high level of engagement exemplified at the event demonstrated what The Matching Fund truly is - a bridge between the public, private and social sectors



Anglo American roundtable, 8 November 2011



# Growing The Matching Fund

- Addition of new ambassadors, such as Bill Roedy, GAVI envoy and former chair & CEO of MTV Networks International
- Work with DFID, BMGF and other donors & partners on high-profile events
- Work with corporate partners to lobby peers
- Internationalise matching fund, already in discussions with companies in Norway and the United States



# 4 pillars in seeking Matching Fund partners

1. Long-term sustainable relationships
2. Relationships that lead to new contacts
3. Strong advocacy and communication to ensure visibility and impact
4. Strategic expansion into new regions



# Opportunity for Leading Group members

- **Build a Community:** Participants in The Matching Fund contribute partly because others contribute: A positive cycle that creates a community of support
- **Strengthen Public Private Partnerships:** Engage the private sector in strategic discussions on how to meet development challenges
- **Leverage Interests of Participants:** Sovereign donors see domestic recognition for their support as the private sector offers an opportunity to “crowd-in” employees and consumers, enhancing advocacy efforts
- **A New Solidarity Product:** The Matching Fund is scalable and could be deployed in different ways by all Leading Group donors



GAVI/09/Olivier Asselin

Thank you



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[www.gavialliance.org](http://www.gavialliance.org)