



**Elizabeth Glaser
Pediatric AIDS Foundation**
Fighting for an AIDS-free generation

Fundraising Toolkit

*“We all need to hope that our dreams come true.
I challenge you to make it happen, because all
our lives, not just mine, depend on it.”*

—Elizabeth Glaser

We are here to help!

www.pedaids.org

Up4thefight@pedaids.org

@EGPAF



Cover photo: Kevin Ouma/EGPAF 2023



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Welcome to EGPAF: Our Story and Mission

Welcome to the EGPAF Fundraising Community!

On behalf of the Elizabeth Glaser Pediatric AIDS Foundation, welcome—and thank you!

We are thrilled to have you join us in our mission to create an AIDS-free generation. Our team is dedicated to helping you become the best fundraiser and philanthropist you can be. Whether you need guidance on planning events, sharing compelling stories, or setting and achieving your fundraising goals, we're here to support you every step of the way.

Together, we can make a lasting impact in the fight against pediatric HIV and AIDS. Let's get started!

We are on a mission to create a world where no mother, child or family is devastated by HIV and AIDS.



Our mission:

The Elizabeth Glaser Pediatric AIDS Foundation seeks to end HIV and AIDS globally in children, youth, and families.



Our vision:

A world in which children, youth, and families live free from HIV and AIDS.

Founded over 35 years ago, The Elizabeth Glaser Pediatric AIDS Foundation is committed to a comprehensive response to fighting HIV and AIDS through research, global advocacy, strengthening of local health care systems, and growing the capacity of governments and communities in the world's most affected regions to respond to urgent needs. We're driven to see a world where no other mother, child, or family is devastated by this disease.



“Sometimes in life there is that moment when it is possible to make a change for the better. This is one of these moments.”

—Elizabeth Glaser



Photo: Richard Mayanja/EGPAF, 2023

The Story of Emmanuel

Emmanuel, Uganda

Diagnosed with HIV at 8 years old, Emmanuel has struggled with health complications. When health workers followed up with Emmanuel in early 2023, they discovered he was an orphan and had no one at home to help him follow his treatment. A peer educator worked to identify a secondary caretaker and relative, Specioza, who agreed to look after Emmanuel. Specioza was educated on Emmanuel's needs, such as making sure that he gets regular meals to help him take his medication as prescribed. Emmanuel says he feels loved and secure under Specioza's watch. "Life became much better because I no longer missed meals and drugs, and nobody mistreated me," he says.

EGPAF: Vital Facts and Powerful Talking Points

The Elizabeth Glaser Pediatric AIDS Foundation is a proven leader in the global fight to end HIV and AIDS, and an advocate for every child to live a full and healthy life into adulthood.

However, in 2022, approximately **1.3 million children** aged 0–14 are living with HIV, around **110,000 children** were newly infected, and approximately **70,000 children** died from AIDS-related illnesses.

Every day, approximately **430 children** are newly infected with HIV because their families lack access to the health services they need to prevent transmission.

Without treatment, **50% of HIV-positive children** will die before their second birthday and most will die before they are five years old.

In the past year, EGPAF has provided nearly **575,000 adolescents and youth** access to HIV testing and counseling and currently supports nearly **53,000 adolescents and youth** with the treatment they need to stay healthy.



A \$5 gift

provides HIV counseling and testing for a pregnant woman, helping prevent transmission to her baby and protecting her health.



A \$15 gift

provides one month of lifesaving HIV treatment, including medical support, drug provision, counseling, and related support for an HIV-positive child.



Just \$20

could cover the cost of HIV testing and counseling for four pregnant women — a lifesaving service for so many women around the world.

Ways to Get Involved

You have the power to create significant change! Explore the various opportunities to support our work, whether through donations, peer-to-peer engagement, or raising awareness. Every action helps us move closer to a future free from AIDS for all children.

Virtual Event Idea! Have a talent or hobby? Host a virtual workshop on knitting, painting, or DIY home decor. Charge a fee to join and share a materials list in advance.

Ways to Engage

1. Fundraise

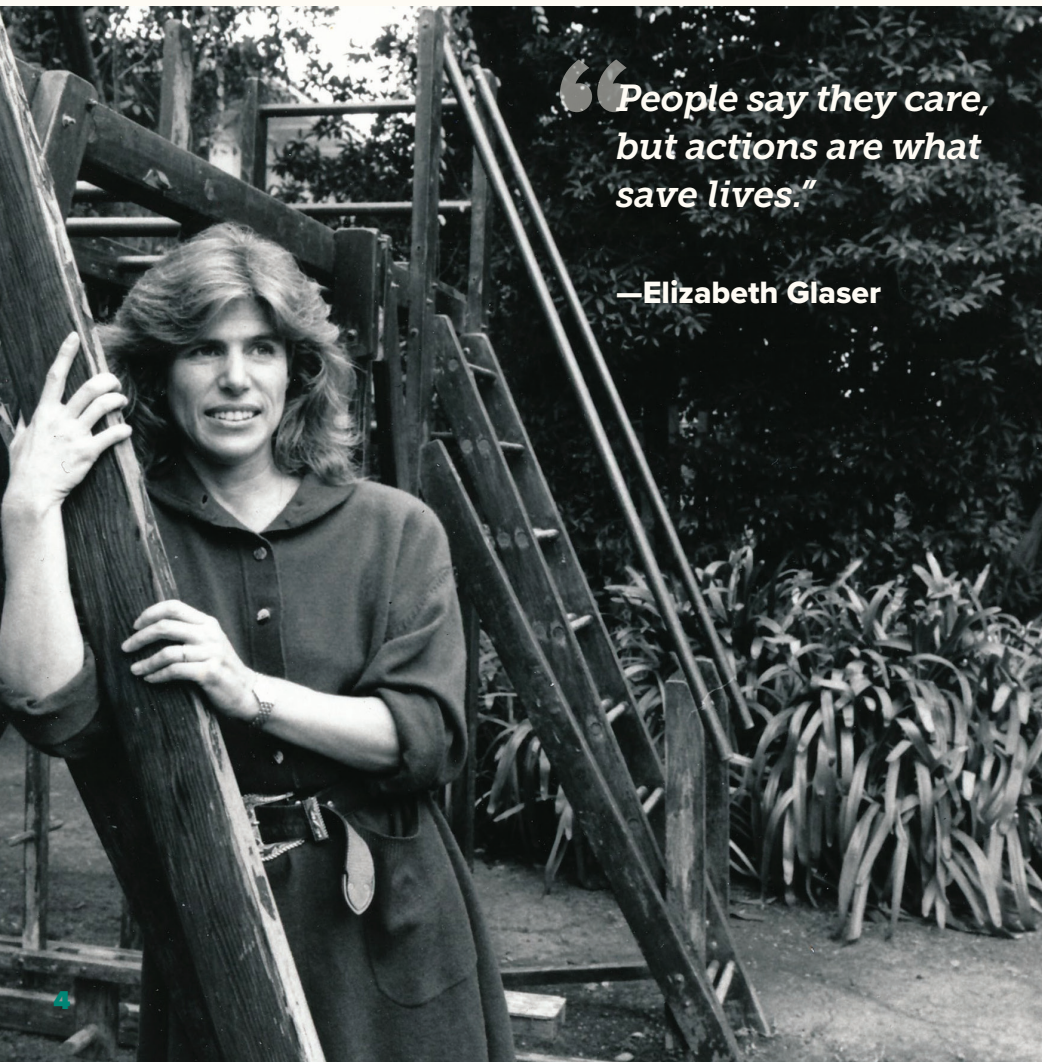
Spark a movement for EGPAF! Host events like charity auctions or talent shows and set up crowdfunding campaigns to inspire donations. Whether big or small, every effort counts in our mission to end pediatric HIV and AIDS.

2. Advocate

Be an EGPAF ambassador! Share our stories on social media, host community events, and show the impact of donations. Every donor is a hero in a child's life.

3. Engage Peers

Unite your network for change! Take on challenges like marathons, rally sponsorships, or ask for donations instead of gifts. Celebrate birthdays, weddings and anniversaries by raising funds for EGPAF. It's always more fun when we make an impact together!



“People say they care, but actions are what save lives.”

—Elizabeth Glaser

Stay Informed!

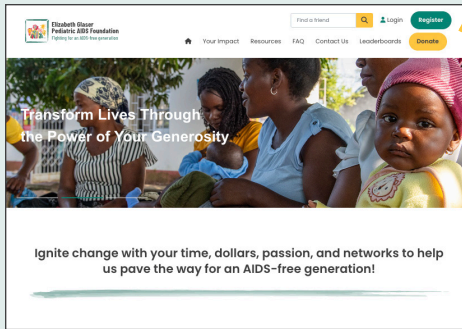
- Sign up for EGPAF's newsletter to receive exclusive updates on our impactful work and exciting opportunities to make a difference firsthand.
- Join us on social media. Engage, share, and help create an HIV-free world for children with EGPAF.

    @EGPAF

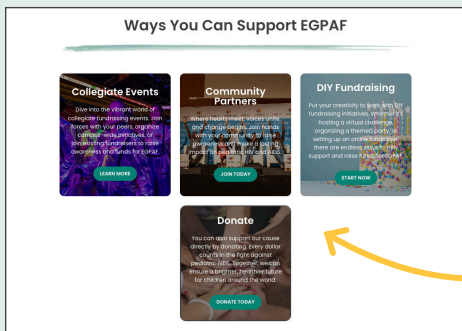
Did you know that a lot of employers will match donations made by their employees? This means you can double your impact! Most of the time it is as simple as filling out a form. Learn more here.

Getting Started on Your Fundraising

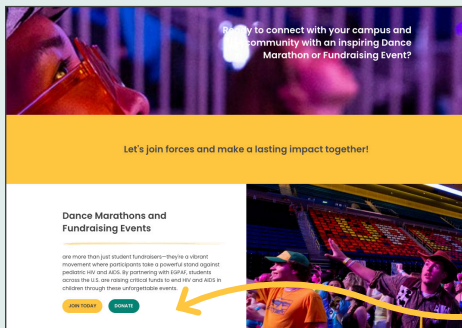
Join the fight by setting up your own fundraising page.



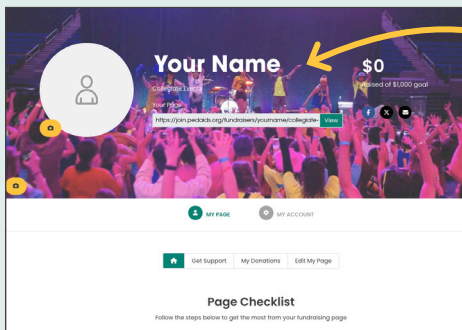
Visit the EGPAF website: join.pedaids.org/home



Choose the way you want to get involved.



Sign up and create an account.



Personalize. Tell the story of why you decided to support EGPAF and add your photo.

Fundraising Tips

We've got you covered! Here are some **POWERful** fundraising tips and ideas to set you up for success. Let's turn your passion into action!

P—Personalize Your Approach

Keep it personal by sharing your story and why you are passionate about the mission. People connect with authentic, heartfelt messages.

O—Optimize Your Outreach

Use multiple channels to reach your audience: social media, emails, and face-to-face conversations. Tailor your message to suit each platform for maximum impact and don't be afraid to ask!

W—Work as a Team

Engage friends, family, and colleagues to support and spread the word. Collaboration can amplify your efforts and reach a broader audience.

E—Engage with Donors

Interact with your supporters regularly. Share updates, celebrate milestones, and keep them informed about the impact of their contributions.

R—Recognize and Appreciate

Show gratitude to your donors. A simple thank you can strengthen relationships and encourage future support. Highlight their contributions publicly when possible to acknowledge their impact.



Congratulations! Now you can fundraise! Don't forget to share your page on social media.

Check out our communication guide for more helpful tips on how to turn your fundraiser into a huge success.



Tip: break down your fundraising goal.

Setting the right goal is crucial! Don't be intimidated by a big number—it's just a collection of smaller, achievable targets.

Every dollar can change a child's life. Let's break it down with an example:

Personal Goal	\$50
2 Phone Calls asking for \$10 each	\$20
2 Emails asking for \$5 each	\$10
3 Texts asking for \$5 each	\$15
1 Personal Donation of \$5	\$5
Grand Total:	\$50

See how easy it is to reach your goal? Let's make it happen, one step at a time!

FAQ

General Information

Where do donations go?

Donations to EGPAF are unrestricted. They are vital to EGPAF and allow us to allocate resources where needed most, respond immediately to new challenges, and invest in innovative solutions that save lives. With your support, we can continue to:

- Scale up programs to prevent mother-to-child transmission of HIV.
- Ensure comprehensive care for children and families affected by HIV.
- Fund critical research.
- Advocate for policies that prioritize children and adolescents.

As costs and activities vary by country and depend on needs; all donations are combined with others and allocated to fill the most urgent priorities for EGPAF.

Are donations tax deductible?

Elizabeth Glaser Pediatric AIDS Foundation is a registered 501(c)(3) organization, and our federal tax ID number is 95-4191698. Your financial contribution is tax deductible.



Photos: Madeline Morris, Adelaja Temilade, Felix Felipe/EGPAF 2022–2023

Can I use your sales tax exemption number?

EGPAF does not authorize you to use our tax-exempt status or our tax ID number to purchase goods or services or solicit donations. You also may not state or imply that you represent EGPAF when seeking donations. You may, however, clearly state to donors that you are seeking donations for a fundraising activity, of which EGPAF is the beneficiary.

Support and Resources

What support and resources does EGPAF provide?

EGPAF offers a variety of resources including fundraising toolkits, promotional materials, and one-on-one support to help you plan and execute your fundraiser successfully.

What are the best practices for using social media to fundraise?

Our team has prepared a guide with best practices to promote your event or fundraiser. Check out our communications guide [here](#).

Event and Promotion Support

Can EGPAF provide a speaker for my event?

Depending on availability, EGPAF may be able to provide a speaker for your event. Please contact us well in advance to discuss your needs.

Can EGPAF help me promote my event/fundraiser?

Yes! EGPAF can offer guidance on promotion strategies and may be able to help amplify your event through our networks. Please reach out for more details.

Can EGPAF post to social media about my fundraiser?

We love to support our fundraisers! Please tag us @EGPAF. Although, with so many incredible events, we might not be able to promote them all, we would love to hear what you planned!

Submitting Funds

How can I submit funds collected offline?

We can accept checks made payable to Elizabeth Glaser Pediatric AIDS Foundation. All checks can be mailed to Elizabeth Glaser Pediatric AIDS Foundation P.O. Box 418649 Boston, MA 02241-8649. Be sure to include the name of your event and let us know if you have a specific fundraising page or campaign name to which we can attribute the donation.

Additional Support

Don't see your question here?

Contact us at up4thefight@pedaids.org.



Thank You

Elizabeth Glaser's promise to her own children is now EGPAF's promise to all the children of the world. We will do whatever it takes until no child has AIDS.

Your passion and generosity drive our mission forward. Together, we're saving lives and creating a brighter future.

Every dollar you raise brings us closer to an AIDS-free generation, offering hope and health to countless children and families around the world.

Thank you!

Elizabeth Glaser Pediatric AIDS Foundation

www.pedaids.org     @EGPAF
