



Stephen Lewis  
Foundation



# Raise your Voice for the Global Fund

## Grassroots Advocacy Kit

Thank you for joining the Stephen Lewis Foundation (SLF)'s advocacy campaign to protect the future of the Global Fund to Fight AIDS, Tuberculosis and Malaria.

You can jump into action online now, simply by [emailing your MP](#), [calling your MP](#) or [writing a letter to the editor](#).

This kit includes key information, background and talking points to strengthen your advocacy!

### > Start here:

The SLF's "[Uniting to Fund the Global Fund](#)" fact sheet will give you an overview of the Global Fund and why Canada's pledge this year is so important.

### > Dig deeper:

For more about the Global Fund and the results it has achieved, you can visit the [Global Fund's website](#) and read their 2024 [Results Report at a Glance](#).

### > Opportunities for action:

Encourage the Canadian government to make a strong pledge to the Global Fund by taking any of these 3 actions. Visit [theslf.org/advocacy](https://theslf.org/advocacy).

**Email your MP:** Email is a quick and easy way to tell your Member of Parliament what matters to you. Enter your postal code to find your MP and send them an email directly from our action webpage. There is a draft email you can edit, or you can write your own. Additional writing points are included on the action page and in this kit.

After you've emailed your MP, share the action page with your friends, family and neighbours in your riding. Every person you inspire to act multiplies your impact.

**Call your MP:** A simple phone call can have significant impact. MP offices receive relatively few calls, so yours will get your MP's attention!

Our action page allows you to enter your postal code to find your MP. Click "make the call" to have a call to their office connected with your phone. You'll have an opportunity to speak to your MP's staff and tell them what action you want your MP to take. The action page includes talking points, which are also included in this kit.

**Write a letter to the editor:** You can reach thousands of Canadians and get the attention of decisionmakers when a local newspaper publishes your letter to the editor.

Submitting letters to the editor easy! Simply enter your postal code and the system will identify 10 local and national publications nearest you that accept letter submissions. Draft and send your letter in the online form.

The action page has instructions on how to write a letter to the editor and suggested writing points. They are also included in this kit.

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## Frequently asked questions

### ***What is the Global Fund to Fight AIDS, Tuberculosis and Malaria?***

The Global Fund to Fight AIDS, Tuberculosis and Malaria is the largest multi-stakeholder funder of global health programs. It is funded by governments and private sector donors around the world and is renowned for its accountability and results.

Since 2002, the Global Fund has invested more than US \$65 billion worldwide in global health programs across 100+ countries.

### ***What is a replenishment year? Why does 2025 matter?***

The Global Fund operates on three-year funding cycles, known as replenishments. That means, every three years the Global Fund raises funds from donor governments and the private sector to create its budget for the next three years of grants.

In 2025, the Global Fund is raising funds to support its work from 2026–2028. How much the Global Fund raises this year will determine what programs they can fund over the next three years.

### ***Where does the requested pledge amount from Canada come from?***

A coalition of more than 20 Canadian organizations have come together to call on the Government of Canada to pledge \$457 million per year (or \$1.37 billion over three years) to the Global Fund.

This amount reflects Canada's historic leadership on global health and in funding the Global Fund in particular. In 2022, Canada pledged \$1.21 billion over three years. This year's amount reflects that pledge adjusted for inflation.

The Global Fund needs to raise at least \$18 billion to fully fund its 2026–2028 grant cycle. Without that funding, the lifesaving health programs that rely on these funds will not be able to continue.

### ***When will Canada make its pledge?***

Canada is expected to make its pledge to the Global Fund this fall. Donors are announcing their pledges on a rolling basis in the lead up to the G20 Summit in late November 2025.

### ***Who does the Global Fund support? Do SLF partners receive funding from the Global Fund?***

With Global Fund grants, countries lead their own response, allowing them to tailor strategies to meet specific needs in their health systems. Each country has a committee made up of representatives from civil society, government, private sector, health care, academia and affected communities. They put together the proposal for how that country's Global Fund funding will be spent and then oversee grant implementation.

There is a Principal Recipient (PR) that is a part of each committee. The PR receives the funding from the Global Fund and passes it along to multiple implementing partners. Those implementing partners may also subcontract aspects of the funding. Some SLF partners are implementing partners or subcontractors.

Even in cases where SLF partners do not receive Global Fund funds, their communities and programs are significantly impacted by Global Fund grants. Global Fund funding supports many of the HIV treatment, prevention and care programs that work in tandem with SLF partners.

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## Talking and writing points:

- The Global Fund to Fight AIDS, Tuberculosis and Malaria is a proven international partnership that saves lives, strengthens civil society and protects global health.
- Since 2002, it has saved 65 million lives and reduced death rates from these three diseases by more than 60%, strengthening frontline health systems and helping close global health equity gaps.
- The Global Fund's strength is in partnership and scale. Governments and donors unite to provide unparalleled financial resources. At the same time, civil society, health providers, researchers and community leaders ensure funds have maximum local impact.
- With the Global Fund, countries lead their own responses, tailoring strategies to meet specific needs in their health systems.
- Since 2002, the Global Fund has invested more than US \$65 billion worldwide in global health programs across 100+ countries.
- The Global Fund is unmatched and indispensable. The Global Fund mobilizes 23% of international HIV funding, 76% of international TB funding, and 62% of international malaria funding.
- Funding for global health is a critical investment for the health and well-being of the world's population. The funding helps address disparities in health outcomes around the world, saves lives, prevents the spread of communicable diseases around the globe and helps foster economic growth and stability.
- Canadian governments from all political parties have long believed in the importance of supporting global health initiatives and have invested in this work around the globe.
- In a 2024 Abacus Data poll, 9 out of 10 Canadians affirmed their support for Canada's leadership globally, with 8 out of 10 wanting to see Canada do our fair share to solve global problems.
- International assistance funding, such as contributions to the Global Fund, has been vital in preventing new HIV transmissions and significantly reducing deaths from AIDS-related causes. For instance, international assistance from Canada and others around the world has contributed to a 69% decline in AIDS-related deaths since the peak of the epidemic in 2004. Since 2010, new HIV transmissions to children have declined by 62%.

# Tips and content suggestions for letters to the editor:

1. **Keep it short.** Many newspapers have a word count limit. We recommend 150 words or fewer.
2. **Make it current.** Letters to the editor generally respond to news items and other issues that are relevant to this moment in time. In the section below, we share some ideas of how you can make your letter timely.
3. **Have a clear call to action.** To be most effective, your letter should clearly state what action you want taken. For example, for Canada to make a bold three-year pledge to the Global Fund.
4. **Respect exclusivity requirements.** Some publications require that a letter to the editor is not published by multiple outlets. You can submit the same letter to several publications, but if you receive confirmation by a publication with an exclusivity clause that they'll be publishing your letter, it's important to withdraw your submission from the others.

Please contact Healy at [advocacy@stephenlewisfoundation.org](mailto:advocacy@stephenlewisfoundation.org) if you have any questions or need the list of publications to which you submitted your letter. We are happy to help.

5. **Cite your facts.** If you use statistics or facts in your letter, include a list of sources at the bottom of the email so that the editor can easily fact check before publishing. Below, you'll find sources for facts you can share.

## Suggested outline for a letter to the editor

1. **Hook: Why is this issue important to your community right now?**
2. **State your personal connection to the issue**
3. **Include statistics with your main message**
4. **Tell readers what they can do to help**

## Here are some ideas to get you started:

### 1. Hooks

Based on what's in the news in your community, you may have ideas already. Here are some more to draw from:

- Parliament returns from summer break on September 15, and you want to make sure this critical issue is at the top of their agenda.
- As the 2025 President of the G7, Canada has an opportunity to show real leadership on global health and HIV response
- Countries have begun making their pledges to the Global Fund and it is time for Canada to step up and make ours. Source: [www.theglobalfund.org/en/news/2025](http://www.theglobalfund.org/en/news/2025)
- While the Trump administration continues to slash its funding for global health and human rights, Prime Minister Carney has an opportunity to show Canada's leadership. Source: [www.nytimes.com/interactive/2025/06/22/us/politics/usaid-foreign-aid-trump.html](https://www.nytimes.com/interactive/2025/06/22/us/politics/usaid-foreign-aid-trump.html)

## 2. Optional: What is your personal connection to the issue?

If you can, reference your connection to this issue. For example:

- I'm a member of a group of 25 local grandmothers in [group name] who care deeply about HIV treatment and prevention.
- As a teacher, I spend a lot of time talking to my students about global citizenship and the importance of the world's governments working together to tackle global problems.
- I was dismayed to learn that the United States was gutting its global HIV program and I'm deeply concerned about the future of the HIV epidemic.

## 3. Ideas and statistics to include

We encourage you to re-write these messages in your own words. Your personal voice is an important aspect of this letter. We have included some of options below. You can choose a few that support your messaging in your 150-word letter.

1. The Global Fund to Fight AIDS, Tuberculosis and Malaria is a proven international partnership that saves lives, strengthens civil society, and protects global health.
2. Since 2002, the Global Fund has saved 65 million lives and helped reduce the combined death rate from HIV, TB and malaria by more than 60%. Source: [www.theglobalfund.org/en/results](http://www.theglobalfund.org/en/results)
3. With funding from the Global Fund, recipient countries lead their own health and HIV responses, allowing them to tailor strategies to meet specific needs in their health systems.
4. The Global Fund is unmatched and indispensable. The Global Fund mobilizes 23% of international HIV funding, 76% of international TB funding and 62% of international malaria funding. Source: [www.theglobalfund.org/media/14795/core\\_2024-results\\_summary\\_en.pdf](http://www.theglobalfund.org/media/14795/core_2024-results_summary_en.pdf)
5. Funding for global health is a critical investment in the health and well-being of the world's population. It helps address disparities in health outcomes around the world, saves lives, prevents the spread of communicable diseases around the globe and helps foster economic growth and stability.
6. In a 2024 Abacus Data poll, 9 out of 10 Canadians affirmed their support for Canada's leadership globally, with 8 out of 10 wanting to see Canada do its fair share to solve global problems. Source: [canwach.ca/article/nine-in-10-canadians-strongly-support-canadas-role-on-the-global-stage](http://canwach.ca/article/nine-in-10-canadians-strongly-support-canadas-role-on-the-global-stage)
7. International assistance funding, like the Global Fund, has been vital in preventing new HIV transmissions and significantly reducing deaths from AIDS-related causes. For example, international assistance from Canada and other countries has contributed to a 70% decline in AIDS-related deaths since the peak of the epidemic in 2004. Since 2010, new HIV transmissions to children have declined by 62%. Source: [www.unaids.org/en/resources/fact-sheet](http://www.unaids.org/en/resources/fact-sheet)

## Call to action examples

Include a call to action that is relevant to your letter and clearly states that you want Canada to make a three-year pledge to the Global Fund. You can direct your message to the Canadian government in general, to Prime Minister Mark Carney, or to your local MP.

- Canada must demonstrate the leadership the world urgently needs by stepping up with a pledge of \$457 million per year to the Global Fund. This reflects a continuation of Canada's 2022 pledge, adjusted for inflation.
- With full funding, the Global Fund could save 23 million additional lives and cut death rates from these diseases by another 64%. Canada must do its fair share by making a bold 3-year pledge to the Global Fund. Source: [www.theglobalfund.org/media/t1qnxags/core\\_2025-investment-case\\_report\\_en.pdf](http://www.theglobalfund.org/media/t1qnxags/core_2025-investment-case_report_en.pdf) page 4
- A bold Global Fund pledge from Canada can be the catalyst that inspires other countries to match our ambition, ensuring this global partnership delivers on its promise of a healthier, more just world.

## Let us know what you hear!

If you talk to an MP or their staff on the phone or get a response to your email, we'd love to hear about it!  
Where do they stand on supporting the Global Fund?

We invite you to email us at  
[advocacy@stephenlewisfoundation.org](mailto:advocacy@stephenlewisfoundation.org)