



New methods of raising private funds to facilitate the fight against AIDS

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Background

Over the years, AIDES has developed its activities in France and abroad by forming partnerships with foreign NGOs. This development brought about financial needs and required budget increases.

Support from public authorities was insufficient to finance these networks. Raising private funds and finding new fundraising activities became a major issue at the beginning of the year 2000 to expand these networks, offer new services (supervised injecting sites, community-based rapid testing etc) and ensure our independence.

Methods

In 2004 AIDES experimented with street marketing which was outsourced to a private service company. The marketing people are trained for two days on issues related to HIV/AIDS, AIDES and these marketing methods before they position themselves in the streets of big cities. The marketing teams are made up of twelve people who are also activists in other NGOs (ecology, human rights, AIDES volunteers, etc.).

They inform passers by about the fight against HIV/AIDS, our actions in AIDES and indicate that we need financial support which they can give by direct debit. The person commits him/herself to give a monthly amount which he or she can discontinue at any time. The new donors receive a publication about AIDES and HIV issues, a condom and a Red Ribbon. A few days later the donation contracts are uploaded to a donor data base and the direct debit can begin. Every three months AIDES sends the donors a booklet explaining our new activities and where their money goes.

Results

- Between July 2004 and December 2007, 134,000 new donors were recruited (average monthly donation is 9€40).
- Monthly, about 1.5% of donors discontinue donations.
- The notoriety of AIDES went from 5 to 14 between 2004 and 2007, becoming the 10th most recognized NGO in France (source IFOP, April 2007) to a large extent owing to the visibility of these marketing people.

Marketing people in the centre of Paris, September 2006



Signing a donation form in Paris, March 2007

- Over 1 million people were encountered in the program with discussions lasting between 3 and 10 minutes. The main issues discussed are; support for sick people (55%), and means of infection (45%). (Source: internal survey carried out with 934 people met in the street in February 2006).
- These donors, whose average age is 30, are a mobilising force for events, petitions, demonstrations etc.

Conclusions

- This marketing programme has allowed AIDES to expand its private funding and in so doing has given us the opportunity to make plans for the future. For example, in June 2008, the international AIDS coalition was set up and financed with these private funds.
- This kind of fund raising is very suitable to HIV/AIDS issues as it enables us to bring up the subject of the epidemic without compromising donations.
- The regional offices of AIDES put a lot of effort into the programme which has led to more requests about becoming an AIDES volunteer.

Experimentation

In 2000, AIDES and the Québécois organisation, Cocq Sida, worked in partnership on issues related to training, community-based research and the integration of PLWHAs into the world of work. In 2007 they initiated a joint, street marketing programme in Montréal, the results of which were comparable to those obtained by AIDES in France. The monthly funds are shared equally between Cocq Sida to support community-based actions in Québec and AIDES to co-finance its programmes with sub-Saharan organisations.

AIDES, a French NGO

Set up in 1984, AIDES is the largest HIV/AIDS community-based organisation in France, with centres in over 70 cities. We support partner organisations in Central and Eastern Europe, North Africa and sub-Saharan Africa.

Our main goals:

- To inform vulnerable people about HIV/AIDS prevention and testing
- To support PLWHAs, (social & professional integration, therapeutic education)
- To advocate for the rights of PLWHAs.

