

# THE ROCKET FUND

**YOUNG PEOPLE  
WORLDWIDE ARE  
MOST AFFECTED  
BY HIV/AIDS.**



**THE ROCKET FUND**

POWERED BY

ELTON JOHN AIDS FOUNDATION



## **AIDS IS ONE OF THE LEADING CAUSES OF DEATH FOR PEOPLE AGED 15-19 WORLDWIDE.**

In most countries, HIV and AIDS are on the decline. That's the good news. The bad news is that among some groups, the epidemic is on the rise — especially amongst young people. They represent one-fifth of the world's population, and they're acquiring HIV faster than any other age group. In Sub-Saharan Africa, AIDS is the leading cause of death for young people. If we don't reverse its course, we're at risk of another surge that could cripple societies around the world for generations to come.

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**ELTON JOHN**  
FOUNDER

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## **THE KEY TO ENDING HIV AND AIDS AMONG YOUNG PEOPLE IS TO GIVE THEM A VOICE IN THEIR OWN CARE.**

Young people are at greater risk of HIV and AIDS because they are among the most marginalized. They lack the political power and financial means of older generations, and they face more hurdles to obtain healthcare that meets their needs. We need to design and implement solutions tailored to them. We support and partner with innovators who provide HIV and AIDS health education, services, and care that are localized, direct, responsive, and connected to the issues that matter to young people.

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**DAVID FURNISH**  
CHAIRMAN

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## **WITHOUT URGENT ACTION, THERE WILL BE AN ESTIMATED 3.5 MILLION NEW YOUNG PEOPLE INFECTED BY HIV BY 2030.**

A world without AIDS depends on saving the lives of young people. The effect on future generations will be devastating — unless we act now. And it depends on all of us. That's why we created The Rocket Fund, which expands the Elton John AIDS Foundation's reach and influence, and ensures the health of future generations. We need you — climb aboard and support the Rocket Fund today. Together we will end AIDS in our lifetimes.

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**ANNE ASLETT**  
CEO

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# THE ROCKET FUND

The Rocket Fund is a \$125M campaign with the mission to expand our fight for the rights and health of people everywhere, and finally end the AIDS epidemic for everyone.

We're focusing on young people because they're the most vulnerable among us. It's our responsibility to do everything we can. We simply cannot leave them behind in the fight to end HIV and AIDS.

The Elton John AIDS Foundation is harnessing technology to meet young people where they are with compassion, open communication, and innovation. Our public and private partnerships help make this possible. Early intervention and access to care are critical and proven to result in successful long-term outcomes. By identifying and developing new, cutting-edge approaches to healthcare for young people, the Elton John AIDS Foundation remains at the forefront of the fight against HIV/AIDS today, and into the future.

**IN  
SUB-SAHARAN  
AFRICA,  
AIDS IS THE  
LEADING CAUSE  
OF DEATH AMONG  
YOUNG PEOPLE.**

# AIDS IS NOT OVER: YOUNG PEOPLE ARE BEING INFECTED WITH HIV AT A FASTER RATE THAN ADULTS.

There are 1.5 billion young people in the world— the largest number in history. And yet, they are the least likely to have access to HIV education, prevention, testing, and treatment. This trajectory can't continue.

Working with young people over the past 30 years has informed how we work with them today. We must connect more deeply, listen to their voices, and engage in issues they care about like economic empowerment, sex and pleasure, relationships and pregnancy, identity, and mental health. By doing so we can integrate sexual health into their lives in a holistic way.

When we bring health solutions to young people efficiently and directly they won't have to navigate complex pathways to get the care they need.



**“STIGMA IS VERY HUMILIATING. ONE TIME I WAS VISITING AN AUNT WHO DISCOVERED MY STATUS AND TOLD ALL THE PEOPLE IN HER VILLAGE. THE VILLAGERS WERE MEAN, THEY ISOLATED ME FROM THEIR HOMES, AND THIS MADE ME VERY SAD. LIVING WITH STIGMA IS IMPOSSIBLE.”**

Reagon, Diagnosed with AIDS at age 11









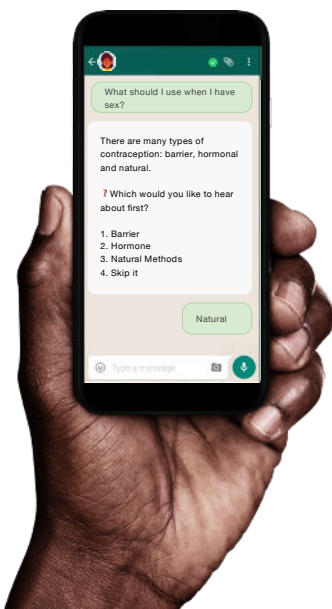


# ALL YOUNG PEOPLE MUST BE SEEN, HEARD & RESPECTED.

Adolescence is difficult no matter who you are or where you come from. But for young people who are most discriminated against, like LGBTQ+ teens, adolescence can have dire consequences. They are the most vulnerable among us. Despite AIDS-related deaths decreasing across other age groups, it is estimated there was a 45% increase in AIDS-related deaths between 2005 and 2015 for 15–19 year olds. We will not leave them behind.

## A DIRECT DELIVERY APPROACH.

Technology and digital platforms provide us with the means to directly reach young people in a space where they are already comfortable, engaged, empowered and heard. We are providing them with relatable and accurate information so they can make informed decisions about their health.



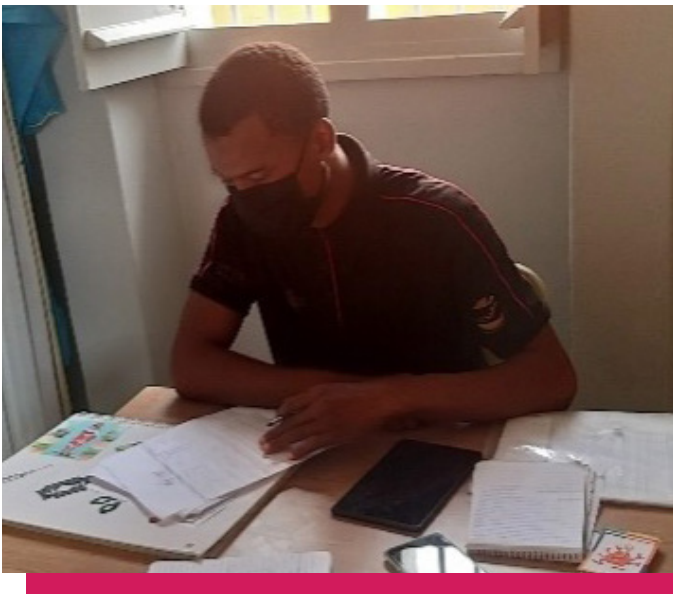
### WHATSAPP IS THE MOST USED AND MOST SECURE MESSAGING PLATFORM IN AFRICA

In partnership with Praekelt, a local app developer, **we are creating a private forum** where young people in South Africa can confidentially learn about sensitive topics on sexual and reproductive health they won't find anywhere else. The platform offers them relevant services and health products through online and offline providers of their choosing. It also connects to Facebook and Instagram forums offering more in-depth content and moderated peer discussion, including dedicated LGBTQ+ sections. This allows us to hear directly and anonymously from youth about what resonates most with them, and adapt content to reflect their ever-changing needs.

# THE RIGHT SYSTEMS FOR THE RIGHT PEOPLE.

Young people have distinct and unique needs. Especially if they are experiencing poverty or are stigmatized for identifying as LGBTQ+. It's essential that these young people have easier, more affordable access to information, services, and care.

The Elton John AIDS Foundation supports partners who are bringing health solutions directly to young people.



**“BEING A COMMUNITY ADOLESCENT TREATMENT SUPPORTER BROUGHT MY HOPE BACK. THE COUNSELLING IS VERY IMPORTANT AS IT HELPS ME TO ADHERE TO THE DRUGS AND HELPS ME TO MANAGE MY MOODS WHEN I AM FEELING DEPRESSED.”**

Ernesto, a Community Adolescent Treatment Supporter in Mozambique

## ZIPLINE: THE FIRST EVER DRONE DELIVERY PROGRAM IN KENYA

The Rocket Fund will allow us to continue to support innovative programs like Zipline: the first ever drone delivery program in Kenya. Zipline enables phone users to direct-order affordable medical supplies and sexual health kits and receive them within an hour exactly where they are, including delivery to youth-friendly sites like nightclubs and sports venues. Zipline not only revolutionizes healthcare logistics, but does so by deploying a more transparent, real time approach to supply chain management that results in enormous cost savings and immediate care.





# YOUNG PEOPLE ARE THE FUTURE. THEY DESERVE COMPASSION & CARE.

## Improve Global Standards

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We're using the latest data, research, and technology to improve models for care and support the unique health needs of young people today and in the future.

## Level the Playing Field

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We partner with organizations who see young people through multiple lenses, combating HIV and AIDS by addressing issues of economic equity, community engagement, and social justice.

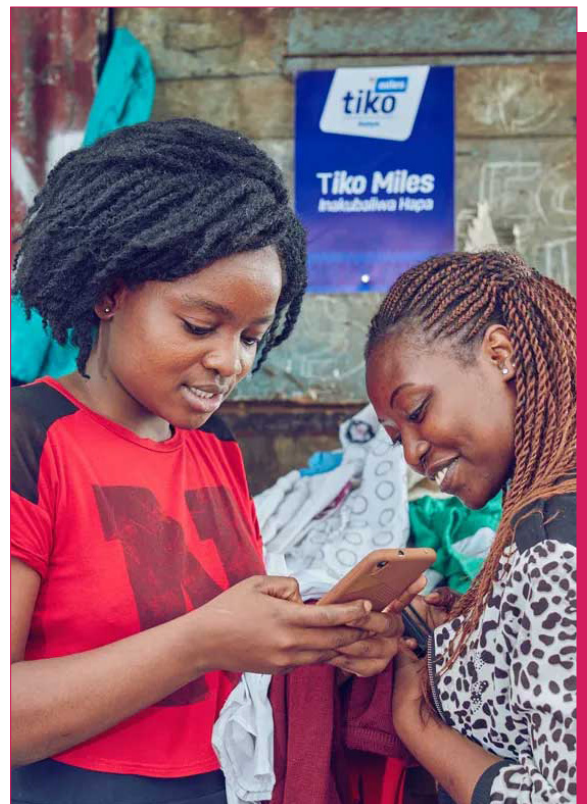
## Support Mental Health

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It is critical to integrate adolescents' mental wellbeing into their physical health. The Elton John AIDS Foundation continues to support **Triggerise's In Their Hands**. The program provides a pivotal link between public and private services with an easy-to-use, youth-centric platform that connects young people to clinics and incentivizes them to continue using services by offering them "points" to spend at local stores.

**"WE ARE HONORED TO PARTNER ON THIS IMPORTANT INITIATIVE WITH THE ELTON JOHN AIDS FOUNDATION. THE TIMING OF THIS INVESTMENT IS PARTICULARLY EXCITING, AS THE GROWING MENTAL HEALTH BURDEN AMONG YOUNG PEOPLE IN THEIR DIVERSITY – PARTICULARLY THOSE LIVING WITH HIV – HAS LARGELY BEEN OVERLOOKED. OUR PARTNERSHIP WILL ALLOW US TO CONTRIBUTE TO THE EVIDENCE BASE ON HOW TO ENSURE THAT YOUNG PEOPLE HAVE ACCESS TO MENTAL HEALTH SERVICES THAT RESPOND TO THEIR NEEDS ON THEIR TERMS."**

**Richard Matikanya**, Chief Operating Officer, Triggerise



# SINCE OUR FOUNDING IN 1992, THE ELTON JOHN AIDS FOUNDATION HAS:

## FUNDED

**3,000+**

HIV PROJECTS IN  
OVER 90 COUNTRIES.

## REACHED

**100M+**

PEOPLE WITH EDUCATION,  
PREVENTION SERVICES,  
TREATMENT, TESTING AND  
SUPPORT.

## RAISED

**\$525M+**

FOR HIV/AIDS GRANTS  
GLOBALLY.

## LEVERAGED

**\$350M**

IN ADDITIONAL  
FUNDING.





**IN THE FIGHT  
TO END AIDS,  
WE LEAVE  
NO ONE BEHIND.**

# JOIN US

Young people deserve the chance of a healthy future. With your support, we can make this a reality.

The Rocket Fund will give us the power to tackle the remaining barriers to eradicating AIDS. Forever. We are supporting programs that will reach an estimated 250,000 young people in the first year alone. We need your help to achieve our goals.

**TO LEARN MORE AND JOIN US, PLEASE CONTACT  
[ROCKETFUND@ELTONJOHNAIDSFUNDATION.ORG](mailto:ROCKETFUND@ELTONJOHNAIDSFUNDATION.ORG)**



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