

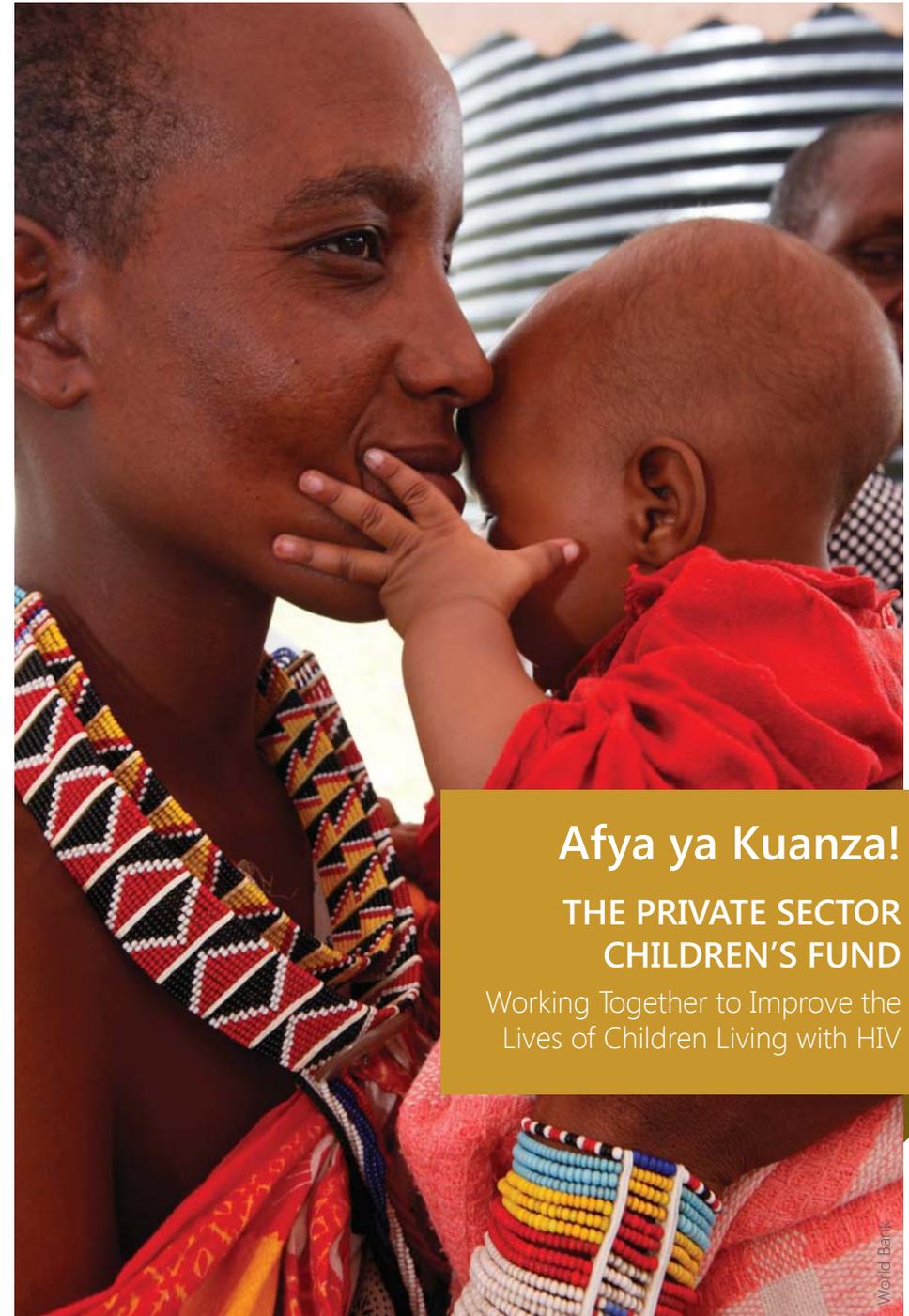
KHF ensures that solid MOUs are established among the Fund and our partners, and that the fund's participants are appropriately acknowledged.

- **At participating vendors**, contributions from shoppers are added automatically to customers' bills at the point of sale. Individuals who do not want to donate can opt out. This type of exchange is called an "embedded transactional donation."
- **Participating private health care facilities** will receive grants from the Fund that they may use in line with agreed parameters outlined in the memorandum of understanding signed with the Kenya Paediatric Association. These health facilities will solicit funds on behalf of their private patients. Facility staff will be educated on the how, what, where, and when of the effort so that they can communicate the information to their clients and customers.
- **The Kenya Paediatric Association** will receive funds collected by partners, manage the Fund, and ensure that monies are appropriately used. The Alliance and the Kenya Healthcare Federation will provide technical support. The Foundation will keep a detailed accounting and report on partners' contributions with monthly statements and quarterly reports on disbursements. With the Alliance and Kenya Healthcare Federation, the Kenya Paediatric Association will hold quarterly review meetings to evaluate Fund performance. Frequent team field visits to participating facilities will verify progress. An external auditor will audit the Fund annually.
- Together, the Alliance, Kenya Healthcare Federation, and Kenya Paediatric Association will ensure that contributions are managed and distributed appropriately to improve access to care and services for children living with HIV

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Afya ya Kuanza!

THE PRIVATE SECTOR CHILDREN'S FUND

Working Together to Improve the Lives of Children Living with HIV

Meeting the Challenge of HIV in Children

Despite great progress toward reaching an AIDS-free Kenya by 2030, significant work remains to ensure that all Kenyans who need care—particularly children and adolescents—have access to it. Some 98,000 of the 1.6 million people living with HIV in Kenya are under age 14; and of the 100,000 new infections occurring every year, 11,000 are among children. Access to long-term pediatric HIV care and treatment is beyond the reach of many Kenyan families. There is strong evidence that starting antiretroviral therapy (ART) early is associated with better health outcomes, less severe illness, and broad population benefits. Afya ya Kwanza: The Private Sector Children's Fund (henceforth, "the Fund") seeks to provide your business with a direct way to advance treatment among Kenya's children.

How Your Business Can Directly Improve Children's Health and Welfare

The proposed Private Sector Children's Fund seeks to offer Kenyan private businesses the opportunity to directly, visibly, and meaningfully support a Nairobi-based initiative for pediatric HIV treatment – at no direct cost to the business. The Private Sector Children's Fund is an alliance among the Kenya Paediatric Association (KPA), the Kenya Healthcare Federation (KHF), and a network of more than 25 private health facilities delivering HIV therapy in the Nairobi area. Technical assistance comes from Abt Associates Inc. through the Strengthening High Impact Interventions for an AIDS-free Generation (AIDSFree) Project. The Fund is envisioned as a long-term sustainable financing strategy to sustain the Alliance's clinical activities, linking socially concerned private businesses with clinically engaged private health facilities.

The Fund commits to spending at least 80 percent of monies gathered on direct financial support for pediatric HIV care and other high priority pediatric health services.

The Fund currently is seeking a broad range of Kenyan corporate partners to help increase the impact of this important collective effort.

A Win-Win Proposition

The design will allow both corporate institutions and commercial enterprises to support children's access to HIV care and treatment as a corporate social responsibility activity. Corporate partners like you will have no obligation to make direct financial contributions, and the institutional effort required will be minimal.

The Fund's technology partners will adjust back-end systems to accommodate the embedded fund structure at no cost to partners. After the system has been prepared at your point of sale and the staff trained, the donation-gathering begins. Contributions are pooled and transferred to The Fund monthly.

How Your Business Will be Recognized

Your corporate participation in the social objectives of Afya ya Kwanza! - at no direct cost to your business – will be acknowledged by inclusion of partner logos on all posters, webpages, and newspaper advertisements, and globally on United States Agency for International Development (USAID)'s AIDSFree website, which will include a direct link to your own website. Additionally, the partnership and your business will be mentioned by name wherever applicable, and your logos will be included on all Alliance-relevant branding. The team will work with partners to include branding as broadly as possible in all our marketing and promotion efforts in Kenya and abroad.

How the Fund Will Be Used

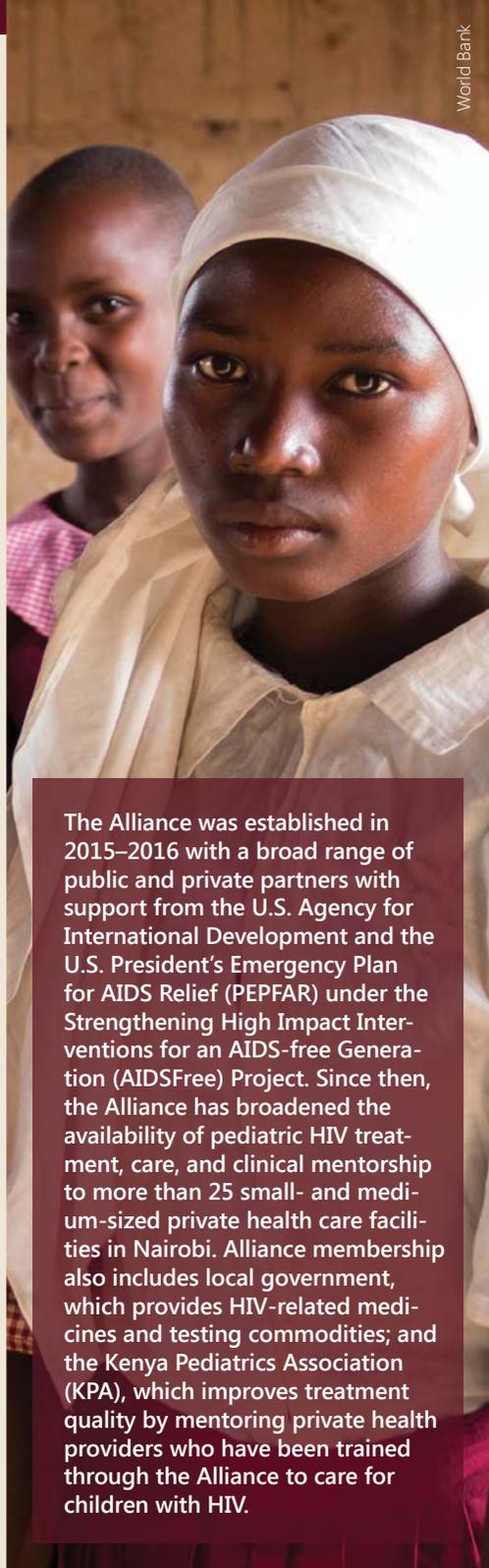
Focusing on children from birth to the age of 18 who have been diagnosed with HIV or are likely infected, the Fund aims to generate operating funds to promote the delivery of and access to high quality HIV care and treatment in the private health sector.

The services provided will be holistic, going well beyond the basic package of HIV care to address related children's health issues and needs. A memorandum of understanding (MOU) between businesses and the Kenya Paediatric Association/ the Fund articulated and agreed to at the outset of the partnership will identify how funds will be used—for example to:

- Strengthen clinics, with nurses, computers, laboratory equipment, supplies such as diagnostic sets and exam equipment, transport and vehicles for patient transfer.
- Cover outpatient fees for low-income clients to obtain malnutrition, diarrheal, and infectious disease treatments, nutritional support, diagnostic tests, and mortuary costs.
- Expand community services with provision of home-based HIV testing and referral.
- Facilitate Kenya Paediatric Association mentorship to health facilities.
- Support data quality improvement and reporting to national public health systems.

Effective Design

- The Fund was created in 2016 and 2017 with technical support provided by AIDSFree, led in Kenya by Abt Associates Inc., who helped partners design and launch the collaborative effort and integrate it into the pediatric HIV and clinical activities of the Alliance.
- **The Kenya Healthcare Federation**, representing the Kenyan private health sector, works closely with the Kenya Pediatric Association to oversee and scale the Fund in direct collaboration with corporate institutions and commercial enterprises.



The Alliance was established in 2015–2016 with a broad range of public and private partners with support from the U.S. Agency for International Development and the U.S. President's Emergency Plan for AIDS Relief (PEPFAR) under the Strengthening High Impact Interventions for an AIDS-free Generation (AIDSFree) Project. Since then, the Alliance has broadened the availability of pediatric HIV treatment, care, and clinical mentorship to more than 25 small- and medium-sized private health care facilities in Nairobi. Alliance membership also includes local government, which provides HIV-related medicines and testing commodities; and the Kenya Pediatrics Association (KPA), which improves treatment quality by mentoring private health providers who have been trained through the Alliance to care for children with HIV.