



ACT AGAINST



An Invitation for CSR Partnership
with
the Malaysian AIDS Foundation

Malaysian AIDS Foundation



The Malaysian AIDS Foundation (MAF) was formed in 1993 to raise and administer funds to support the activities and programmes of Malaysian AIDS Council (MAC) and its Partner Organisations.



It was formally incorporated under the Trustees (Incorporation) Act 1952 on May 13, 2003. These programmes include financial assistance schemes for children and adolescents infected and/or affected by HIV and the medicine assistance scheme to support Malaysians living with HIV in accessing life-saving treatment; as well as community-based HIV & AIDS education, prevention, treatment, care and support programmes nationwide.

Through its activities and programmes, MAF was able to reach out to as many people living with HIV as possible with health services, care and compassion, to improve their quality of life and enable them to contribute positively back to society. MAF also distributes corporate donors' funds to support projects that have been unable to secure government funding or projects located in parts of the country where resources are scarce.



OBJECTIVES

- Prevent the spread of HIV in Malaysia
- Increase public awareness and knowledge on HIV issues
- Support Malaysians living with HIV, including women and children orphaned or made vulnerable by AIDS
- Protect the rights of PLHIV who may suffer discrimination due to their HIV status

BOARD OF TRUSTEES

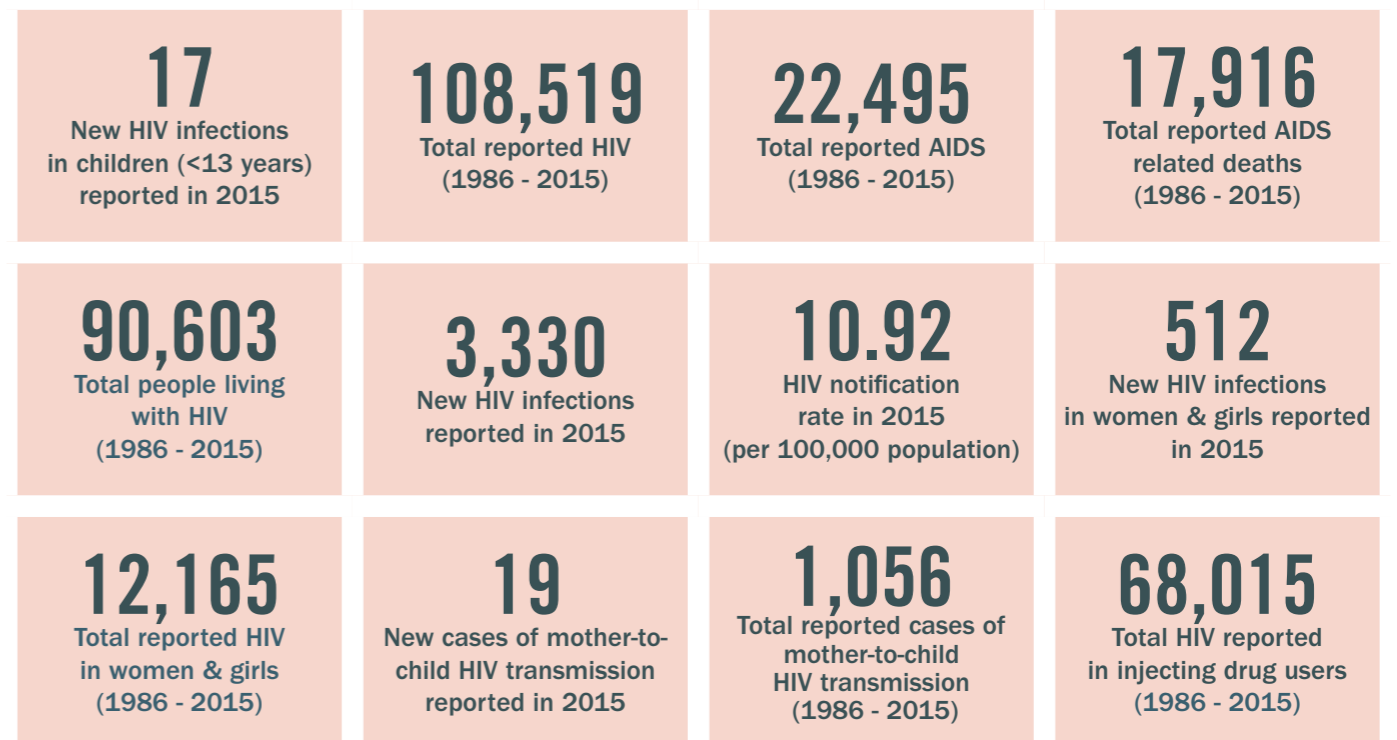
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Snapshot of HIV & AIDS in Malaysia 2015



Overview of the HIV & AIDS Epidemic in Malaysia



Source: HIV/STI Sector, Division of Disease Control, Ministry of Health Malaysia



What We Do

Change the lives of children living with HIV

Paediatric AIDS Fund

- The Paediatric AIDS Fund (PAF) helps poor Malaysian children infected and affected by HIV/AIDS so that they are not deprived of a normal childhood. The scheme is devoted to meet the day-to-day needs of these children (from newborn until 12 years old) in the hope that their living standards do not decline dramatically despite the presence of AIDS in their households.
- PAF recognises that children living with HIV/AIDS have immediate needs that require immediate solutions. Through this scheme, some of the urgent and basic needs are met to help the children and their families with their problems. Financial assistance will give them access to treatment as well as to meet their basic necessities such as food, clothing and school expenses.



Keep in School Scheme

- The Keep in School Scheme (KISS) improves the quality of lives of adolescents aged between 13 and 17 years old that have been directly affected by AIDS-related morbidity or mortality.
- Support by KISS, in the form of small monthly cash allowance, will help to improve their access to education and provide them with the much-needed economic and material support to alleviate the burden of living with or affected by the virus.
- Since its inception more than a decade ago, KISS has changed the lives of many Malaysian adolescents living with HIV. The scheme also helped to incentivize the affected adolescents to complete their education for the sake of their future and make them feel excited about riding the challenge of growing older.

Provide shelter care for underprivileged People

Living with HIV

Our shelter home programme provides People Living with HIV (PLHIV), particularly those who are bereft of family care, with a residential setting conducive for emotional and physical well-being.

Services provided include basic nursing care, palliative care, medical referrals and bereavement counselling, psychosocial as well as spiritual support service. Our clients include women and children living with HIV.

Sustainability – The way forward

MAF encourages shelter homes under its support to embark on income-generating activities such as car wash service and vegetable farming. Besides driving additional source of income for the shelter homes, this sustainability practice also serves as an important skill-building process for the residents, in preparation for their future life outside of the shelter.



Complement Government Efforts to Expand Treatment



Malaysian AIDS Foundation also works closely with the Malaysian Government to expand access to quality HIV testing and treatment, particularly for most-at-risk population.

We channel donations made by our corporate partners and international collaborators to support government efforts to improve the existing infrastructure and build human resource capacity that are needed to ensure effective delivery, supervision and monitoring of national HIV/ADS treatment and testing programme to the target group.

Help People Living with HIV build better lives

People living with HIV are particularly vulnerable to poverty and trapped in a socially disadvantageous situation. AIDS-related stigma and discrimination greatly affect their ability to earn a decent living. Some are denied access to fundamental rights, including education opportunities, while others are forced to leave their work.

While we at MAF are committed to push for permanent changes in policy and practices that can result in positive impact on the lives of People Living with HIV, we also actively encourage them to take up solid action to improve their life skills and provide opportunities for them to start small businesses.

Business Assistance Scheme

- Through partnership with financial institutions, MAF has provided microcredit facilities to People Living with HIV. Small loans of up to RM 20,000 are offered interest-free to deserving recipients and priority given to applicants with existing small business with good growth potential.
- An extension of the Business Assistance Scheme is currently being planned to also include cooperative/NGO recipients, where the business enterprise would represent a collective effort by People Living with HIV.

Empowerment Programme for People Living with HIV

- Our empowerment programme helps the participants to adapt to the new reality of living with HIV.
- Our programme covers many fundamental aspects such as understanding the HIV treatment process, managing disclosures to their co-workers and family members as well as managing incidence of stigma and discrimination.
- We also support the formation of Peer Support Group and networking between People Living with HIV.





Create policies that end discrimination against People Living with HIV

Stigma and discrimination associated with the epidemic is widespread. Key affected populations, including those living with HIV especially single mothers, face tremendous challenges in their everyday living, whether at the workplace, healthcare setting or home environment.

Our goal is to create as many safe spaces as possible for employees and professionals living with HIV to thrive and succeed. To this end, MAF has initiated a set of policies and guidelines to normalise HIV/AIDS at the workplace – through our Malaysian Business Consortium on HIV and AIDS and joint workplace policy development with the Ministry of Human Resource Malaysia.

Malaysian Business Consortium on HIV/AIDS (MBCH)

- Malaysian Business Consortium on HIV & AIDS (MBCH) acts as a coordinator for companies in Malaysia to exchange and share information, best practices and key learning experiences and to act as a warehouse for pooling of HIV & AIDS resources.
- MBCH assists companies to develop the policy of HIV/AIDS management at their workplace and provides consultation in issues related to People Living with HIV, including acceptance by colleagues, issues on health, access to treatment and insurance as well as to link with our existing Treatment, Care and Support programmes
- MBCH is currently supported by some of the biggest and most influential corporates in Malaysia such as Petronas, Sime Darby and TSH Resources Berhad.

- Leading the changes by example is Datuk Kelvin Tan, Chairman of TSH Holding. As a Red Ribbon Business Icon, Datuk Kelvin strongly promotes the creation of a non-discriminatory work environment for People Living with HIV.

Code of Practice on Prevention and Management of HIV and AIDS at the Workplace

- The code was jointly developed by the Department of Occupational Safety and Health Malaysia and MAF.
- The code underscores the value of having HIV and AIDS education at the workplace and more importantly, a non-judgmental and non-discriminatory work environment.



Leads HIV advocacy and education

HIV & Islam

HIV & Islam is an advocacy initiative that promotes the adoption of HIV/AIDS agenda by states and federal-level Islamic authorities.

The objectives of this initiative are:

- To educate grass root religious leaders (Village Imams) about their responsibility to educate their constituents with correct information about HIV/AIDS, and also the local leaders to reject stigma and discrimination towards People Living with HIV.
- To get religious authorities buy-in for Harm Reduction Initiative for the prevention of HIV/AIDS epidemic, especially among the Malay Muslims that now represent the highest percentage of People Living with HIV in Malaysia.
- To involve the religious authorities in Treatment, Care and Support Programme for People Living with HIV, such as shelter home programme and the Pal Scheme.



Red Ribbon Youth Club

The Red Ribbon Youth Club is the Malaysian AIDS Foundation's call to arms for youths (aged 18 to 40 years) in this country to empower themselves with correct HIV & AIDS information. The programme is also a platform to address HIV vulnerabilities at the grassroots level.

The RRYC is spearheaded by Aaron Aziz, a Red Ribbon Celebrity Supporter, who is also the spokesperson for our Teens & HIV programme.

“Correct HIV knowledge leads to responsible behaviour. As a Red Ribbon Celebrity Supporter, I must ensure that HIV prevention messages are spread as widely as possible to teens and youths, particularly those who are at greater risk.”

~Aaron Aziz
Red Ribbon Celebrity Supporter and RRYC Leader



Core activities of the Red Ribbon Youth Club are:

- Disseminating correct information on HIV prevention and risk reduction to youths
- Increasing awareness of HIV & AIDS amongst youths to eliminate stigma and discrimination
- Encourage volunteerism among youths in HIV support programmes and awareness campaigns

RRYC has partnered with numerous public and private education institutions, including Universiti Utara Malaysia, Universiti Teknologi Mara, Universiti Kebangsaan Malaysia, Management Science University, University Kuala Lumpur and many more.



The Act Against AIDS Campaign

The Act Against AIDS is a signature awareness and fundraising campaign by the Malaysian AIDS Foundation that aims to address the HIV epidemic and its impact on the lives of Malaysians.

Global research has shown us what works towards achieving a world free from AIDS. Much needs to be done locally to prevent new infections and to ensure treatment for all who are infected with the virus.

Whilst many programmes carried out by our NGO partners have shown success, sustainability of these programmes remain under threat for lack of continuous funding. The impact of HIV and AIDS can be seen most dramatically in those in the lower social strata of society, including among children and adolescents orphaned by AIDS. They are deemed the most vulnerable because they face grave risks to their education, health, and well-being. Many more children live with parents who are chronically ill, live in households that have taken in orphans or have lost their family members to AIDS and they are all equally affected by the epidemic.

The Malaysian AIDS Foundation is using the Act Against AIDS Campaign as a rallying call to put an end to the negative impact of HIV and AIDS on Malaysian society. We need your support to make positive changes in the lives of those who are at the most vulnerable

to HIV and AIDS and to continue carrying out important HIV and AIDS prevention and treatment efforts that can protect our future generation from this epidemic.



TESTIMONY 1 / PAL Scheme

The beacon of hope for People Living with HIV in Malaysia

Mazlina* (not real name) is a 45-year-old single mother living with HIV. She lost her husband to AIDS in 2001 and has been earning her living as a general factory worker, while at the same time struggling to raise her only son, now aged 16 years old.

For nearly seven years, her HIV infection was under control and her first-line medication, which has been provided for free at the Government Hospital, was sufficient to keep her well enough to perform her duty as the sole breadwinner for her family.

Unfortunately by late 2007, her health rapidly deteriorated, with the HIV infection becoming increasingly aggressive and greatly affecting her immune system. This situation triggered her doctor to prescribe Kaletra, a highly effective but prohibitively expensive

new generation HIV drug. Kaletra, like all other 2nd and 3rd line HIV medication, is not covered by the Government Hospital. Mazlina has to fork out nearly RM 1,000 per month for Kaletra, a princely figure for a general factory worker like her.

She tried desperately to find means to support the medication and even begged her family members and friends for help without success. Without any hope and no one to turn to, Mazlina resigned herself to her fate.

The turning point in her life came in 2009 when Mazlina was informed by her hospital that she had been selected as one of the beneficiaries of PAL Scheme, a HIV medicine subsidy programme by the Malaysian AIDS Foundation. Her health improved



tremendously shortly after that and since then, has led a normal life. She is able to stand on her own two feet and become a productive member of society.

Yayasan Sime Darby is the principal benefactor for PAL Scheme. Their RM 1.5 million, three-year grant has enabled MAF to continue helping Mazlina and many more People Living with HIV from poor and underprivileged background who are in dire need of help. The scheme literally provides the beneficiaries with a second shot at their lives.

Testimony 2 / Business Assistance Scheme

Helping People Living with HIV to help themselves

Christina* (not real name) was utterly devastated when she learnt that she was infected by the HIV virus by her late husband. After his tragic demise, Christina suddenly realised that she now has no one to turn. Her low-income siblings and elderly parents were in no position to provide her with long-term support as they themselves were struggling to make ends meet.

The HIV medication that she receives from the Government Hospital has kept her

healthy but she still needs to earn her own living. With no prior job experience and low education level, Christina decided to embark on a small business, selling handmade crafts, greeting cards and calligraphy posters. She managed to maintain her small business, earning just enough income to support her needs, but nothing else for growth or expansion. She immediately seized the opportunity when the Malaysian AIDS Foundation began offering micro-



credit facility that comes with zero interest and generous repayment schedule. The RM 10,000 loan that she received enabled her to improve the output of her greeting cards production and take up larger orders from clients.

Testimony 3 / RUMAH SAHABAT

Responding to urgent needs of People Living with HIV in Kelantan

Rumah Sahabat is ground-breaking in so many ways. The home was established in 2014 by the Malaysian AIDS Foundation in response to the urgent need in Kelantan for a dedicated palliative care facility for People Living with HIV.

The home – the first in Kelantan – could not have come at a better time as the state was battling the rising tide of the HIV epidemic. At the end of 2014, the state of Kelantan registered one of the highest number of HIV infections in Malaysia. There were many reported cases of patients from Kelantan being transferred to palliative facilities in the neighbouring state of Terengganu, with some even being sent to shelter homes as far away

as Selangor and Kuala Lumpur. This gap in the provision of Treatment, Care and Support in Kelantan was very glaring and called for immediate action.

Working closely with a local Partner Organisation, the Persatuan Perantaraan Pesakit Kelantan (SAHABAT), MAF took the effort to launch a high-profile fundraising drive that attracted the attention of the Who's Who in Kelantan high society and members of the Royal family. We were truly honoured when Tengku Laksamana Kelantan, Yang Berhormat Mulia Tengku Abdul Halim ibni Almarhum Sultan Ibrahim, was willing to lend his full support and become the Patron of this important project. Donations for this



project not only came from the people of Kelantan, but also from concerned corporate citizens such as Renaissance Hotel Kota Bahru, Firefly Airline, Yayasan Sime Darby, CIMB Foundation and M.A.C AIDS Fund, all of whom were eager to be part of the solution to the AIDS epidemic in Kelantan.

Rumah Sahabat finally opened its door and welcomed its first resident on 29 May, 2015.

Reasons To Partner With The Malaysian AIDS Foundation

Our Credibility & Advantages



Solid governance

MAF is led by a talented, dedicated Board of Trustees who volunteers their time and expertise to ensure professional stewardship of corporate and public donations that have been made in support of the Foundation.

Our Board comprises prominent and well-respected corporate and civil society leaders who bring with them a wealth of experience in financial management, governance and connections for the benefit of the Foundation.

Proven track record in grants management



MAF is well-equipped and highly capable to manage large grants and charitable giving by the corporate sectors and international corporation agencies.

We have a dedicated Monitoring & Evaluation Team as well as audit team to ensure that all contributions made by our corporate partners are well spent. Our donor reporting system is also well established and meets the rigorous standard demanded by our donors; both locally and internationally.

Our Corporate Partners:

- Yayasan Sime Darby
- M.A.C AIDS Fund
- GlaxoSmithKline Pharmaceutical Malaysia
- Abbvie Pharmaceutical Malaysia
- Berjaya Cares Foundation
- Maybank Group
- CIMB Foundation
- Marriott Hotels Malaysia
- Hilton Hotels Malaysia
- Petronas
- L'Oreal Professionnel
- Shell Malaysia
- L'Oreal Malaysia

Well-positioned CSR partner



You can tap MAF expertise in running socially-minded programmes to help you achieve your goals for Corporate Social Responsibility (CSR). Through partnership with MAF, we can help you to engage and motivate your staff, making them feel that they belong to a socially responsible organisation.

From developing and promoting a programme to building relationships and gaining employee buy-in, we will act as a full partner to ensure your efforts are effective and with our trusted brand, we are also able to promote your CSR profile.

Long-term positive changes

Your partnership with MAF will pave the way for the start of meaningful changes in your organisation where in the long-term, we can work together to end discriminatory practices against People Living with HIV at the workplace.



Strategic branding partnership



MAF is a well-regarded brand that represents the best that Malaysian civil society can offer. For more than 20 years, we have helped to shape public opinion about HIV and AIDS and initiate meaningful participation by many large Malaysian corporations on this important healthcare and social issues.

Whether you are looking to sponsor, co-brand or become an official partner, we can add value to your brand. Through channels including events, online campaigns and social media, we can also promote your brand.

Support Us Today

Account Information

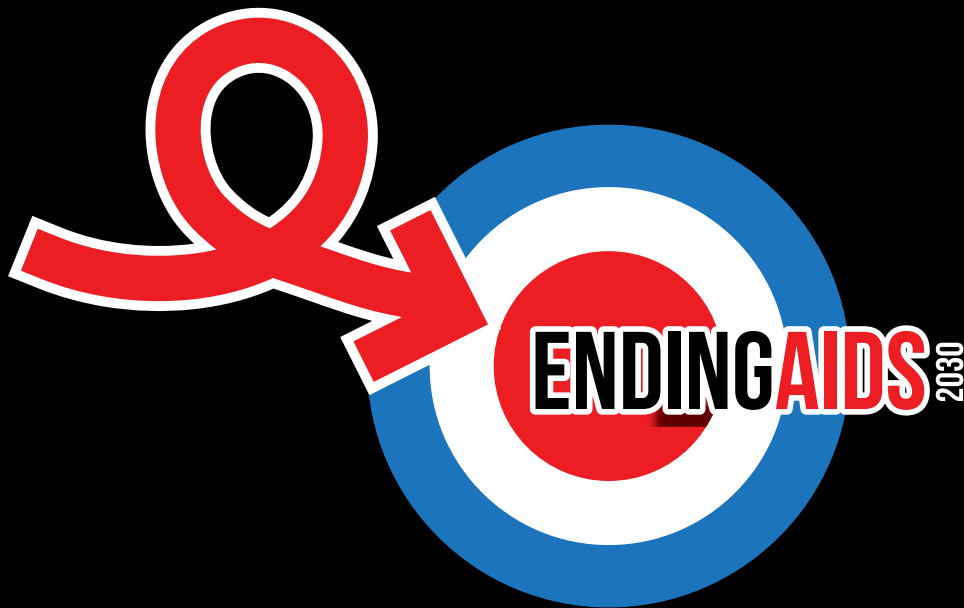
Your contribution can be made by crossed cheque, made payable to Malaysian AIDS Foundation. You may also directly transfer your donation to our account:

Bank: Maybank Berhad
Bank account name: Malaysian AIDS Foundation
Account number: 5141-0542-1257.
Branch: Kompleks Dayabumi Kuala Lumpur
SWIFT Code: MBB-MBBEMYKL

Contact Information

JASMIN JALIL
Executive Director
Malaysian AIDS Foundation
jasmin@mac.org.my / 012-3200686

AZAHEMY ABDULLAH
Resource Mobilisation Manager
Malaysian AIDS Foundation
azahemy@mac.org.my / 016-6465874



Disclaimer

Unless otherwise stated, the appearance of individuals in this publication gives no indication of HIV status, sexual orientation or gender identity.



MALAYSIAN AIDS FOUNDATION

No 12, The Boulevard Shop Office, Jalan 13/48A, Off Jalan Sentul, 51000 Kuala Lumpur, Malaysia.

+603 4047 4222 maf@mac.org.my yam.org.my malaysianaidsfoundation myaidsfoundation