



MALAYSIAN AIDS FOUNDATION



RED RIBBON GALA
& Tun Dr Siti Hasnah Award 2021

10 DECEMBER 2021 @ HILTON KUALA LUMPUR

RAISING FUNDS FOR THE
MEDICINE ASSISTANCE SCHEME

PROMOTING
**THE MALAY MUSICAL ARTS
& CULTURAL HERITAGE**

Promoting the Malay Musical Arts and Cultural Heritage for a Noble Cause

For the first time ever, the Malaysian AIDS Foundation is going to bring closer a fascinating intersection between HIV/AIDS awareness and the Malay musical arts and cultural heritage for our signature fundraiser, the Red Ribbon Gala and Tun Dr Siti Hasmah Award.

Doing the honours of interpreting this novel idea is one of Malaysia's most celebrated singers, Dayang Nurfaizah, who is also a passionate spokesperson for HIV/AIDS cause – a role that she assumed in her 10-year involvement as the Red Ribbon Celebrity Supporter of MAF.

During the Gala evening, Dayang Nurfaizah will bring to life an exquisite repertoire of traditional Malay songs from her *Belagu* album under the

arrangement of musical maestro Aubrey Suwito. Lull away to the timeless melody of *Tudung Periuk* and dance to the Joget tempo of *Tari Tualang Tiga* – the Gala will cast positive light on efforts by a newer generation of artistes and musicians to make the Malay Classical Musical genre sexy again.



AIDS Solidarity Fund



The impact of COVID-19 on the fundraising income of the Malaysian AIDS Foundation was brutal. During the crisis year, our year-on-year income was reduced by more than 50 % as many donors were understandably cautious and unable to give as generously. For a large part of 2020 and well into 2021, huge resources that were previously available for civil societies like MAF were diverted towards efforts to fight COVID-19.

The AIDS Solidarity Fund was introduced by the Malaysian AIDS Foundation in 2020 in response to the urgent need for HIV treatment and care services during COVID-19. It works to sustain the significant progress that we have achieved in halving new HIV infections and mitigating the negative impact of HIV/AIDS in society, against the backdrop of an escalating global pandemic that would undo those achievements if we did not accelerate our efforts.

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Malaysian AIDS Foundation



The Malaysian AIDS Foundation (MAF) was formed in 1993 and fully incorporated in 2003 under the Trustees Incorporation Act (1952) to carry out the following objectives:



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Prevents the spread of HIV in Malaysia



Protects the human rights of people in Malaysia who may suffer discrimination due to their HIV status



Renders support to People Living with HIV in Malaysia



Provides education on matters pertaining to HIV/AIDS to the family and friends of people living with HIV/AIDS, the general public and the authorities at the national and local level in Malaysia



Provides financial assistance or such other forms of support to bodies, organisations and institutions, including the Malaysian AIDS Council, in carrying out the activities and services described above

The Mission to End AIDS

What's new and exciting about AIDS?



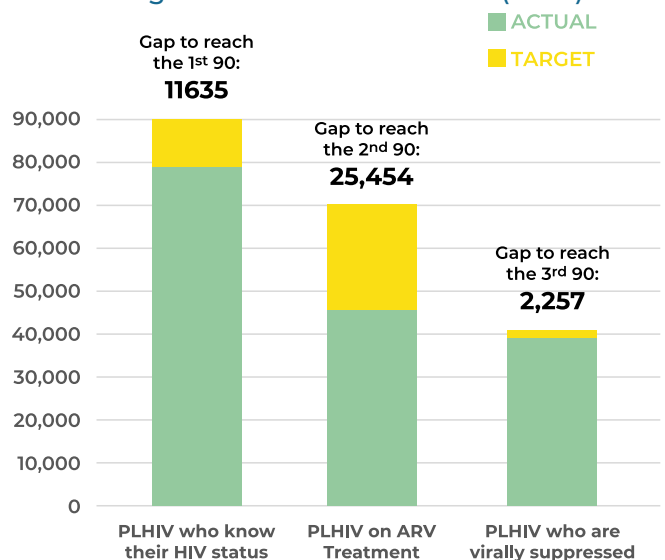
Four decades after the emergence of the AIDS epidemic, there is a very real possibility that humanity will be able to finally eradicate this deadly epidemic by 2030 – thanks to the discovery of new class of HIV drugs called the antiretroviral (ARVs).

ARVs help to achieve viral suppression – a clinical turning point where a person's health will not be adversely affected by HIV and the virus will not be transmitted to someone else even through unprotected sex.

Integral to the ending AIDS goal is the 90:90:90 treatment cascade strategy that determines the way a person is tested, linked and retained in HIV care where the goals are to ensure that:

- 90 % of People Living with HIV are aware of their status
- 90 % of those positive diagnosis receives antiretroviral treatment (ARV)
- 90 % of those on ARV achieves viral suppression

HIV Testing and Treatment Cascade (2020)



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

If every Person Living with HIV is virally suppressed, we should be able to stop the onward transmission of HIV in the community and achieve the ending AIDS goal.

Success of Prevention of Mother-to-Child Transmission of HIV

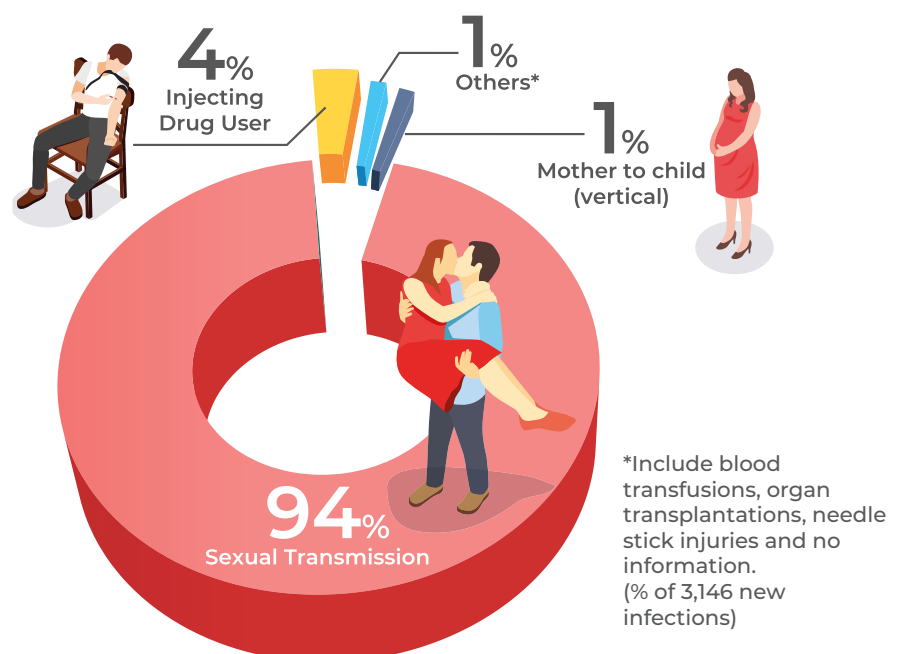
Viral suppression is also the science behind the Prevention of Mother-to-Child Transmission of HIV (or PCMCT) programme – which gives a woman living with HIV a second shot at motherhood and the opportunity to give birth to a completely healthy, HIV-negative baby.



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In 2018, Malaysia was recognised by the WHO as the first country in the Western Pacific region to have eliminated HIV and syphilis transmission from mother to child as a public health threat. In fact, we were 1 of 12 countries globally that have achieved this monumental feat.

HIV TRANSMISSION BY RISK FACTOR (2020)



Responding to the Needs of HIV Community During the COVID-19 Crisis

The COVID-19 crisis in the past year has left a far-reaching impact on Malaysian lives, including the community of People Living with HIV (PLHIV).



One of our earliest efforts during the COVID-19 crisis was to provide humanitarian relief to PLHIV who have become impoverished by the economic fallout – a condition made worst by stigma and discrimination against the community. Food aid programmes, donation of basic household items and even cash handouts were dispensed to our

community members to alleviate their burden during these extremely challenging times.

We also stepped up our effort to improve access to HIV treatment mainly because people who are immuno-compromised are at increased risk to develop serious illness from COVID-19 – a very real threat against people with HIV with a low CD4 cell count or not yet engaged in HIV treatment. Our range of Treatment Access Programmes include the Medicine Assistance Scheme that provides subsidised Antiretroviral (ARV) for low-income patients; travel subsidy to enable HIV patients in rural Sabah and Sarawak to access treatment at government hospitals in town; and also widening ARV coverage through networks of Private Clinics and General Practitioners across Malaysia.



Medicine Assistance Scheme

Medicine Assistance Scheme is critical to Malaysia's ending AIDS by 2030 goals as continued access to HIV treatment and adherence will ensure better viral suppression outcomes, which further reduces onward transmission of HIV and improves the quality of life for PLHIV.



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PLHIV RECEIVING
ARV TREATMENT

55%

PRICES FOR SELECTED
SECOND LINE ARV
PRESCRIPTION

KALETRA RM 645.00
TIVICAY RM 711.50
PREZISTA RM 987.40

CURRENT NUMBER
OF PLHIV RECEIVING
ARV SPONSORSHIP
BY MAF

500

Conversely, poor treatment adherence is associated not only with less effective viral suppression but also with drug resistance and reduced survival

With more than 45 % of PLHIV in Malaysia not receiving treatment, we are set to channel proceeds from the Red Ribbon Gala and Tun Dr Siti Hasmah Award to support the expansion of our Medicine Assistance Scheme.

The Scheme provides subsidy for second-line antiretroviral (ARV) medicine to low-income patients in Malaysia who are not yet covered by our national healthcare budget.

Initiated in 1998, this life-saving scheme has provided thousands of Malaysians living with HIV a second shot at life by procuring medication that they critically need but can't afford due to high costs. The Scheme is also officially recognised by the Ministry of Health for its pivotal role in bridging the gap in ARV treatment in Malaysia. MAF and all HIV/AIDS stakeholders in Malaysia are deeply concerned that only about 50% of PLHIV in Malaysia are receiving ARV treatment – well below the global average of 73%.

Striving Together

Lily* is a 49-year-old housewife living in Perak. Her husband, Adam* 55, is a farmer. They have a 13-year-old daughter, Carey*.

When Lily was pregnant with Carey, the doctor shared an unsettling news about her blood test results – she was diagnosed with HIV, and in order to save her unborn child from the infection, Lily needed to start immediate treatment.

The doctor also asked her Adam to get tested, and he was shocked when the test results came back positive – he had unknowingly infected his wife

Adam asked Lily for forgiveness, but she did not hold any grudge against him. All she wanted was to save her baby and live a healthy life. They both started treatment together and fortunately, the baby was delivered safely and tested negative for HIV. Adam and Lily were grateful to be blessed with a beautiful and healthy daughter.

Although they did not experience major side effects from medication, a few years later, the doctor found out that the drugs were not effective enough to treat them. This came to light when their viral load did not decrease sufficiently enough. Their doctor then decided to change them to second-line treatment. This proved to be a huge burden for them as they now have to pay for their medication since the government only subsidises first-line HIV treatment. The estimated cost for the medication is around RM1,000 a month which cannot be covered by their small income.

However, all hope was not lost. The kind doctor helped by referring them to the Medicine Assistance Scheme run by the MAF. This programme helps underprivileged PLHIV by sponsoring their second-line medication.



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Sadly, the COVID-19 pandemic has made their lives harder. They are unable to grow their crops due to MCO, and most of their stocks perished. However, the pandemic has not affected their medication supply and they continue to receive uninterrupted treatment throughout the MCO period.

“My husband and I had gone through thick and thin over the years and we are determined to strive together for our daughter’s sake. I hope that this pandemic will be over soon and we can get back to our normal lives. MAF has helped us so much financially while also keeping us alive with our life-saving treatment,” said Lily

**Name/identity changed to protect confidentiality*



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The Red Ribbon Gala and Tun Dr Siti Hasmah Award

MAF wishes to announce the return of our flagship benefit, the Red Ribbon Gala and Tun Dr Siti Hasmah Award, on 10 December 2021 at Hilton Kuala Lumpur.

As we strive to increase our resources for the AIDS Solidarity Fund, MAF plans to bring back our flagship fundraiser, the Red Ribbon Gala and the Tun Dr Siti Hasmah Award on 10 December 2021 at Hilton Kuala Lumpur. The Gala will be a celebration of partnership between MAF and our donors to the AIDS Solidarity Fund. We are truly honoured and overwhelmed by the continued support given by Hilton Kuala Lumpur despite being impacted by the pandemic economic crisis.



MAF will maintain the legacy of prestige and exclusivity for the Red Ribbon Gala. The Black-Tie Affair will feature the first-ever Stage Performance of Malaysia's Queen of R&B, Dayang Nurfaizah, since the pandemic, with musical arrangement by Aubrey Suwito of songs from *Belagu*, her Malay Classic Revival Album launched earlier this year. In featuring *Belagu*, MAF is also playing our part to promote the legacy of our musical and cultural heritage.



Presentation of the Tun Dr Siti Hasmah Award

On the same evening, MAF will present the Tun Dr Siti Hasmah Award to the unsung HIV community heroes who have demonstrated tremendous leadership and resilience in carrying out their work to support the HIV/AIDS community.



This Award will be presented by YABhg Tun Dr Siti Hasmah Mohd Ali herself, who we plan to invite as our Guest of Honour.

Dr Zaiton Yahaya was named winner of the Tun Dr Siti Hasmah Award in 2019.



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Media and Publicity Plan



OFFICIAL MEDIA PARTNERSHIP

Through partnership with major print and online media partners, we can guarantee that the Gala will enjoy a huge coverage. At present, MAF's Official Media Partners are:



**MALAYSIA
TATLER**



Star
MEDIA GROUP



POTENTIAL PR EXPOSURE

Using our previous Galas as a performance benchmark, the PR value and media impression for the Red Ribbon Gala is expected to hit RM1.5 – RM2 million.

POTENTIAL PR EXPOSURE	
MEDIUM	ESTIMATED VALUE
Print	RM 500,000
Electronic Media	RM 500,000
Social Media	RM 500,000
TOTAL VALUE	RM 1.5 million

Commitment to Safety

MAF is 100% committed to protect the safety and well-being of our guests. Our COVID-19 safety measures are designed by our Chairman, Professor Dato' Dr Adeeba Kamarulzaman, who is also the World Health Organisation (WHO) Science Council Member.



As a safety precaution, all guests, contractors and hotel banquet staff must show;

- **Proof of full COVID-19 vaccination in MySejahtera**
- **Proof of negative RTK Antigen Test (48 hours before event)**

MAF is partnering with a leading medical laboratory service provider to offer complimentary COVID-19 screening to all the related parties.

On our part, MAF and our hotel partner – Hilton Kuala Lumpur – will put up the following measures:

- **Temperature check at all hotel access points**
- **Keeping 1 m distance between guests at the Grand Ballroom**
- **Sanitation**

Our Journey to Sustainability Begins with You

As COVID-19 continues to spread, MAF needs your help to ensure the sustainability of our HIV treatment programme for thousands of Malaysians living with HIV still struggling to cope with the high costs of treatment.



Our community is deeply vulnerable to the impact of the pandemic and treatment is especially crucial to improve their chances of survival.

Our aim is to raise as much funds as possible to support the expansion of our Medicine Assistance Scheme and we are offering our signature fundraiser – the Red Ribbon Gala and Tun Dr Siti Hasmah Award – as a highly visible and prestigious platform for your esteemed organisation to show your support to this sustainability endeavour by MAF.



Creating Partnership For Sustainability

TIER 1 PARTNERSHIP

Status: **SUSTAINABILITY LEADER**

Contribution amount: RM 1 million

Your company will be recognised as the highest-level donor for our Medicine Assistance Scheme programme in 2022 in all future communication in the Press and MAF publications related to the programme. Your donation will benefit 30 beneficiaries who will be receiving bimonthly supply of antiretroviral medicine for 2 years.

Special recognition at the Red Ribbon Gala and Tun Dr Siti Hasmah Award

Exclusive Gala naming rights

– event to be known as [YOUR COMPANY - MAF] Red Ribbon Gala and Tun Dr Siti Hasmah Award

Recognition of Company CEO as the Gala Honorary Co-Chair

2 seats at the VVIP High Table

Exclusive right as the Presenter of the Tun Dr Siti Hasmah Award

Foreword by CEO in Gala Programme Book

2-page spread advertisement in Programme Book

Brand / Logo Mention on Foyer Backdrop

Brand / Logo Mention to be Screened in Ballroom

Opportunity to set up booth for your company product showcase at the Foyer (at your cost)

Exclusive Meet-and-Greet with VIP in Waiting Room

Exclusive invitation to one company representative to sit in Press Conference

Slot for 3-minute Corporate Video Playback

Company CEO Quote in Press Release

Company boiler plate in Press Release

Post-publicity in both Print and Digital Platform

Complimentary 2 Title Sponsor Tables

Tax Exemption Receipt

TIER 2 PARTNERSHIP
Status: CHANGEMAKER PARTNER
Contribution Amount: RM 500,000

Your company will be recognised as a top-level donor for our Medicine Assistance Scheme programme in 2022 in all future communication in the Press and MAF publications related to the programme.

Special recognition at the Red Ribbon Gala and Tun Dr Siti Hasmah Award

Status as the Presenting Partner of the Gala

Recognition of Company CEO as the Gala Honorary Vice-Chair

1 seat at the VVIP High Table

Brand / Logo Mention on Foyer Backdrop

Brand / Logo Mention to be Screened in Ballroom

2-page spread advertisement in Programme Book

Opportunity to set up booth to showcase your company's product at the Foyer (at your cost)

Exclusive Meet-and-Greet with VIP in Waiting Room

Exclusive invitation to one company representative to sit in Press Conference

Slot for 2-minute Corporate Video Playback

Post-publicity in both Print and Digital Platforms

Credit Mention in Press Release

Complimentary 2 Presenting Sponsor Tables

Tax Exemption Receipt

TIER 3 PARTNERSHIP
Status: STRATEGIC PARTNER
Contribution amount: RM 200,000

Your company will be recognised as a primary donor for our Medicine Assistance Scheme programme in 2022, in all future communication in the Press and MAF publications related to the programme.

Special recognition at the Red Ribbon Gala and Tun Dr Siti Hasmah Award

Status as the Signature Partner of the Gala

Brand / Logo Mention on Foyer Backdrop

Brand / Logo Mention to be Screened in Ballroom

1 full-page advertisement in Programme Book

Exclusive Meet-and-Greet with VIP in Waiting Room

Exclusive invitation to one company representative to sit in Press Conference

Slot for 1-minute Corporate Video Playback

Credit Mention in Press Release

Post-publicity in both Print and Digital Platforms

Complimentary 1 Signature Sponsor Table

Tax Exemption Receipt

Table Sales

You can also support our expansion plan for the Medicine Assistance Scheme by purchasing a dinner table at the Red Ribbon Gala and Tun Dr Siti Hasmah Award.

DIAMOND TABLE
Contribution amount: RM 50,000

Special recognition at the Red Ribbon Gala and Tun Dr Siti Hasmah Award

Tax exemption receipt

Credit listing in the official Gala Programme Book

Logo at the Sponsor Appreciation Board

Credit mention in Press Release

Every table purchaser will receive 2 Tables, each seating 5 pax.
This arrangement is being made to comply with the social distancing regulation by MKN.



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SUMMARY OF RECOGNITION AT THE RED RIBBON GALA AND TUN DR SITI HASMAH AWARD

PARTNERSHIP POSITIONS	SUSTAINABILITY LEADER	CHANGEMAKER PARTNER	STRATEGIC PARTNER	DIAMOND TABLE
Contribution Amount (RM)	1 Million	500,000	200,000	50,000
Exclusive Gala naming rights	◆			
Invitation to present the Tun Dr Siti Hasmah Award	◆			
Gala Co-Chair Position	◆			
Foreword in Programme Book	◆			
CEO Quote in Press Release	◆			
Company boiler plate in Press Release	◆			
VVIP Meet & Greet	◆	◆		
Opportunity for product showcase at foyer (at your cost)	◆	◆		
Advertisement in Programme Book	2-pages spread	1-page	1-page	
Seat at VVIP High Table	2 seats	1 seat	1 seat	
Corporate video playback	3 minutes	2 minutes	1 minute	
Invitation to sit in Press Conference	◆	◆	◆	
Brand / Logo Mention to be Screened in Ballroom	◆	◆	◆	◆
Credit mention in Press Release	◆	◆	◆	◆
Brand / Logo Mention on Foyer Backdrop	◆	◆	◆	◆
Post publicity in Print and Digital Platform	◆	◆	◆	◆
Table at the Gala	2 tables	2 tables	1 table	1 table
Tax exemption receipt	◆	◆	◆	◆

Agility in The Face of Adversity

As we approach the Red Ribbon Gala and Tun Dr Siti Hasmah Award with cautious optimism, MAF is also fully aware of the ever-changing conditions of the COVID pandemic and how it may affect our ability to continue to host the Gala as planned.

In the event that it is not feasible for us to proceed with the Gala on 10th of December 2021, MAF will bear the responsibility to:

1/ POSTPONE THE GALA TO A NEW DATE IN 2022 WITH ALL THE SPONSOR'S ENTITLEMENT FULLY INTACT

There will be no changes in the Gala format, the entertainment and the event rundown that have been planned. We will also carry forward the presentation of the Tun Dr Siti Hasmah Award to this new date.

2/ HOST A FULLY VIRTUAL PARTNERS APPRECIATION PROGRAMME WITH LOCAL MEDIA

The objective of the programme is to give credit recognition to all the partners who have contributed to Red Ribbon Gala and Tun Dr Siti Hasmah Award. The event will be held in December 2021 (actual date TBC).

Top donors will enjoy the following benefits during this Donor Appreciation Programme:

Sustainability Leader

- 2-minute Live video message by the company CEO
- 3-minute corporate video / product advertisement playback
- CEO Quote and the company boiler plate in Press Release
- Dedicated credit posting in social media

Changemaker Partner

- 1-minute corporate video / product advertisement playback
- Credit listing in Press Release
- Dedicated Credit posting in social media

Strategic Partner

- Credit listing in Press Release
- Logo flashes during the Live Programme
- Credit posting in social media

The Virtual Programme will feature a musical performance by our Red Ribbon Celebrity Supporters, including a special preview of songs from the *Belagu* Showcase that will be presented later on by Dayang Nurfaizah during the Red Ribbon Gala and the Tun Dr Siti Hasmah Award.

Every Single Donation Counts

If the option to become a partner for the Medicine Assistance Scheme at the Red Ribbon Gala and the Tun Dr Siti Hasmah Award is untenable at this moment, MAF also welcomes donation of any amount from your esteemed organisation.

Every contribution and support given is of great value to us and to the vulnerable communities whose lives are not only burdened by the pandemic but also marginalised due to stigma and discrimination.

ACCOUNT INFORMATION

Your donation 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

For further information about the MAF Red Ribbon Gala 2021, kindly contact:

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