

The AIDS Alliance : AIDS Alliance formed to raise funds.

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THE AIDS ALLIANCE

AIDS ALLIANCE FORMED TO RAISE FUNDS

The UK's leading voluntary sector AIDS charities have today (Wednesday) launched a new consortium to raise funds from business and individuals. Called the AIDS Alliance, its aim is to attract corporate sponsorship and to spearhead major media and corporate fundraising campaigns. It also intends to maximise the opportunities presented by payroll giving.

The money raised will go towards care, counselling, education and information projects for people with HIV infection, ARC and AIDS both in this country and in the Third World. The AIDS Alliance hopes to raise a minimum of £15 million within the first five years.

A spokesperson for the AIDS Alliance commented: With the numbers of people with AIDS doubling every ten months, it is essential that sufficient funds are raised to finance the wide range of voluntary services necessary to ensure that everyone has access to information and care. By pooling our efforts we will be able to handle much larger scale initiatives that we can as individual charities.

The new Alliance hopes to attract sponsorship to cover its administration and campaign costs so that all the funds raised can be passed on to AIDS charities and projects. This principle was followed at its launch event, Ads Against AIDS - a competition involving the country's leading advertising and design agencies to design a logo and campaign for the Alliance. Over 300 entries were received.

The founding members of the Alliance are: The Terrence Higgins Trust, London Lighthouse, Frontliners, Scottish AIDS Monitor, Milestone, London Lesbian and Gay Switchboard, Body Positive and Action Against Aids. Liaison is taking place with organisations being established including charities working with people with haemophilia, black people, injecting drug users and Third World organisations, with a view to their joining in the very near future.

50% of all general funds raised will be divided equally between the members. The remaining 50% will be allocated by an independent committee headed by Dr Tony Pinching of St Mary's Hospital. Any charity can apply to this for grants towards projects concerning AIDS or HIV infection.

The Alliance is currently seeking a full-time Director to lead the consortium's work.

3 February 1988

Further information from Jon Dee - 01-835-9705