

***BUSINESS ALLIANCE  
FOR CHILD VACCINATION***

Together we will save  
the lives of more children



**"la Caixa" Foundation**

*“Everyone can play a role, big or small,  
in creating a world where no child dies  
from preventable diseases with vaccines”.*

Nelson Mandela, GAVI Founding Chairman



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## ***THE BUSINESS ALLIANCE FOR CHILD VACCINATION***

### A partnership that saves lives

In 2008, “la Caixa” created the **BUSINESS ALLIANCE FOR CHILD VACCINATION**, with the aim of offering Spanish companies, as part of their social responsibility, the opportunity to collaborate with the GAVI Alliance in the fight against child mortality.

This collaboration between “la Caixa” and the GAVI Alliance is contributing toward the fulfilment of the fourth United Nations Millennium Development Goal, namely the **reducing child mortality by two-thirds before 2015**.

From the beginning more than 140 companies have collaborated with the **BUSINESS ALLIANCE FOR CHILD VACCINATION**, donating more than 700,000 Euros.



Isidro Fainé, at a presentation of the Business Alliance in Madrid in January 2009.

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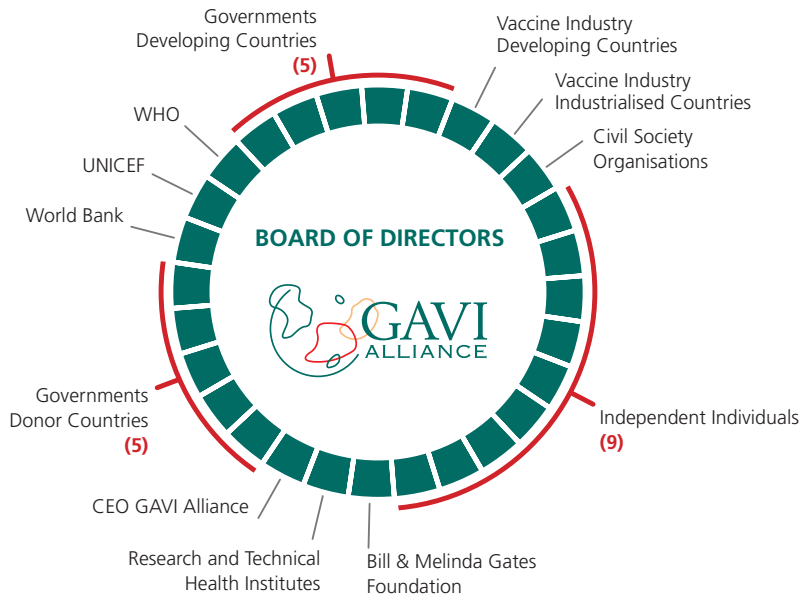
## GAVI Alliance

### Vaccination as an instrument against child mortality

Around 8 million children under 5 die every year. It is estimated that at least one third of them die from infectious diseases that are preventable with vaccines which are currently available but under-used.

The GAVI Alliance was launched in 2000 as a public-private partnership whose mission focuses on **saving children's lives and protecting people's health by increasing access to immunisation in poor countries.**

In its first decade of work **GAVI has vaccinated 288 million children and prevented 5.4 million premature deaths**, according to the World Health Organisation.



## “The Matching Fund”

### A dual effort to immunise

Recently, to encourage and promote new funding commitments to the private sector, the Bill and Melinda Gates Foundation has granted \$ 50 million to match funds donated by the private sector to GAVI.

Subsequently, contributions such as those of the **BUSINESS ALLIANCE FOR CHILD VACCINATION**, will benefit from this initiative, which will multiply their effect by two and double efforts being made in the struggle against child mortality.

*“Vaccines are the simplest, most effective, most inexpensive way to save children’s lives.”*

Bill Gates, Co-President of the Bill and Melinda Gates Foundation



Seth Berkley, CEO of the GAVI Alliance; Ellen Johnson-Sirleaf, president of Liberia; H.R.H. Infanta Cristina of Spain, director of the International Area of the “la Caixa” Foundation; David Cameron, British Prime Minister; Bill Gates, Co-President of the Bill & Melinda Gates Foundation; Andrew Mitchell, International Development Secretary of the British Government and Dagfinn Høybråten, chair of the GAVI Alliance board.

Pledging Conference in London, June 2011.

## A smart investment for global health and for your company

- **SOLIDARITY:** a child will die every 20 seconds due to a vaccine-preventable disease. By 2015, GAVI has the potential to immunize 240 million children and prevent more than 4 million premature deaths. GAVI support counts 100% towards G8 mother-child health commitments.
- **RECOGNITION:** member companies of the **BUSINESS ALLIANCE FOR CHILD VACCINATION** receive, among other recognition, personalised material with their seal, attesting to their membership.

CATEGORY	AMOUNTS
<b>SILVER</b> Sponsor	from € 1,000 to € 5,999
<b>GOLD</b> Sponsor	from € 6,000 to € 29,999
<b>PLATINUM</b> Sponsor	more than € 30,000



- **EFFECTIVENESS:** The *United Kingdom Multilateral Aid Review 2011* places GAVI at the top of multilateral development organisations for value for money, organisational strengths and contribution to development.
- **CONFIDENCE:** "la Caixa" Foundation, monitors the vaccination programmes and guarantees that all contributions are used in their entirety on child vaccination.
- **TAX REDUCTION:** deduction in company tax of 35% of the amount donated (Art. 20, Law 49/2002).

A photograph of two men on horseback in a rural, hilly landscape. The man on the left wears a white cowboy hat and a plaid shirt. The man on the right wears a white cap and a dark shirt. They are both carrying large, stacked metal boxes on their horses. The man on the right is holding the reins of his horse, which is carrying the boxes. The man on the left is also holding the reins of his horse. The background shows a dirt path and some trees.

## How to participate in the Business Alliance

Your company can participate in this corporate social responsibility initiative by making a contribution:

- in any branch of "la Caixa"
- phoning 902 22 30 40
- or through the **Línea Abierta** service of "la Caixa", in the section of Responsabilidad Corporativa of [www.laCaixa.es/empresas](http://www.laCaixa.es/empresas)

**Information Service**

"la Caixa" Foundation

902 22 30 40

From Monday to Sunday from 9 to 20h

[www.laCaixa.es/ObraSocial](http://www.laCaixa.es/ObraSocial)

*Your company's commitment and support to this initiative  
will contribute to reducing child mortality and to furthering  
development of the most disadvantaged countries.*

***Help us save the lives  
of more children***



**"la Caixa" Foundation**

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