



KCA QUICK TALKING POINTS!

Why did KCA begin?

- Keep a Child Alive (KCA) is an urgent response to the AIDS pandemic by providing AIDS drugs, orphan care, food, support and love to children and families affected by HIV/AIDS in Africa and India.
- KCA was co-founded by Alicia Keys and Leigh Blake in 2003.
- The very soul of KCA is- to be frank -courageous, and rebellious. It has managed to simplify a mind-numbingly complex issue – the AIDS pandemic – into an actionable solution: a dollar a day buys life for a child or mom or dad or sibling.
- Keep a Child Alive funds 11 sites in 5 countries: India, Kenya, Rwanda, Uganda, and South Africa.

What does KCA provide?

- Keep a Child Alive provides children and families the **life-saving AIDS drugs** (anti retroviral drugs or ARVs) and surrounding medical care that create the “Lazarus Effect”: patients moving from their deathbed back to a healthy life of working and taking care of their family.
- Keep a Child Alive **supports orphan care centers** that care for children who have lost their parents or entire adult family to AIDS and are raising their siblings in “child headed households”, a painful reality.

How does a donation to KCA save lives?

- Lifesaving AIDS drugs are thankfully becoming cheaper, but millions still lack access to them. Only 5 million of all people in desperate need of treatment are receiving it, leaving 10 million in need of treatment.
- These drugs are *only* effective when they are taken regularly, with rich nutritional supplements, and alongside medical care for opportunistic infections and HIV testing. KCA ensures patients have transportation to clinics, nutritional supplements, and doctors and nurses.

What is the big deal about HIV/AIDS?

- 30 million people have died due to HIV/AIDS worldwide
- 33 million people are currently infected with HIV worldwide
- Only 5 million people worldwide are on the lifesaving medication: anti-retroviral drugs
- 15 million children have been orphaned due to HIV/AIDS in Africa
- 16.6 million children have been orphaned due to HIV/AIDS worldwide

Why treatment?

- AIDS is treatable, yet 90% of children who could be benefiting from ART are not receiving it.
- Without treatment, 30% of HIV positive infants die before age one. 50% die before age two.

Aren't people already solving this issue?

- *There is an amazing amount left to do!* The Global Fund, the US Government, The Clinton Initiative, Oprah, Bono, Bill Gates, whilst having done an immense job, have not solved the problem. We must join together to pressure our leaders to do more, but in the meantime, we can save a live!

How can I help?

- Join or start your own KCA College/High School Chapter or Community Event to raise funds and awareness for Keep a Child Alive!
- Make an immediate \$5 donation to KCA by text-messaging “ALIVE” to 90999 or text BUYLIFE to 90999 to give \$10. Add the concept to everything you do.
- Place our Keep a Child Alive logo, the Text ALIVE Widget, and link to our website on your website and blog.
- Visit keepachildalive.org and buylife.org