



Go Give One campaign gives public the opportunity to drive COVID-19 recovery

Individuals can now directly fund vaccines for lower income countries via the Gavi COVAX AMC to help end the pandemic. Platform will give businesses a chance to match employee and customer contributions.

18 May 2021: The Go Give One campaign has been launched to give everyone everywhere a chance to play their part in helping to vaccinate the world. Created by the WHO Foundation, the campaign asks individuals to donate \$7 for a COVID-19 vaccine dose, with the aim of getting 50 million people to take part in the campaign. The money raised goes to the COVAX Advanced Market Commitment (AMC), an innovative financing mechanism administered by Gavi, the Vaccine Alliance, which procures vaccines for lower-income countries under the umbrella of One World Protected. Some 72 of the 92 lower income economies eligible for free doses from the AMC have now received their first deliveries, however low-income countries still currently account for just [1 in 500 doses administered](#).

Dr Tedros Adhanom Ghebreyesus, Director-General of the World Health Organization, said, “We know the best way out of this pandemic is by getting vaccines to everyone, starting with health workers and the world’s most vulnerable people, and we must close the gap between the countries who can afford vaccines and those who cannot. Go Give One enables people to play their part in vaccinating the world with a simple donation, helping to power the road to recovery.”

Go Give One will launch country by country over the next 12 months, beginning in the UK, US and Kenya. It will be led by local businesses, charities and governments, with a dedicated online giving platform: www.gogiveone.org.

Part of the new campaign is a matching feature that allows companies around the world to contribute through a simple fundraising mechanism that puts the campaign in front of their employees or customers. Facebook has provided campaign donations for people who set up a Go Give One fundraiser on their platform, giving up to \$5 million in contributions.

“The goal of Go Give One is to recruit tens of millions of people across the world to act together, paving the way for everyone, everywhere to access vaccines,” said Anil Soni, Chief Executive Officer of the WHO Foundation. “Now is the time for people to power vaccine supply, and businesses can help by giving the opportunity to their employees and customers.”

Marie-Ange Saraka-Yao, Managing Director, Resource Mobilisation and Private Sector Partnerships, Gavi, the Vaccine Alliance said; “The Gavi COVAX AMC is a global solution ensuring lower income economies get the doses they need to bring the pandemic under control. We have already secured access to 1.3 billion doses of life-saving vaccines, but with more funding we can protect so many more lives. Equitable access to vaccines is in everyone’s interest: with Go Give One, now everybody has the chance to make a difference.”

More information at www.gogiveone.org

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NOTE TO EDITORS:

About the Go Give One campaign

This is a white label campaign that can be used by anyone who wants to help fund global vaccine equity. It was created by the WHO Foundation, in partnership with global and national partners. Reid Strategies is managing the campaign at www.gogiveone.org.

The campaign’s vision reflects the personal, human desire to be free again from a virus that has affected individuals in deeply personal ways; and responds to people’s compassion to help one another, to do something to end the pandemic. Go Give One offers a global solution to a problem we all share, a virus that knows no boundaries, and a virus that we can only be free from, when all of us are protected.

The WHO Foundation

The WHO Foundation is a non-profit grant-making foundation that works together with donors, world health professionals and the WHO network to create partnerships that drive innovative actions to address the most pressing health challenges of today and tomorrow.

www.who.foundation/en

COVAX and the COVAX AMC

COVAX is the vaccines pillar of the Access to COVID-19 Tools (ACT) Accelerator, a ground-breaking global collaboration to accelerate the development, production, and equitable access to COVID-19 tests, treatments, and vaccines. It is co-led by the World Health Organization (WHO), GAVI (the Vaccine Alliance), and the Coalition for Epidemic Preparedness Innovations (CEPI), alongside key delivery partner UNICEF. Through Gavi’s innovative financing instrument, the COVAX Advance Market Commitment (AMC), 92 lower-income economies will receive access to donor-funded COVID-19 vaccines through COVAX at the same time as 98 higher-income, self-financing countries receive their doses.

For more information on One World Protected, the fundraising campaign of the Gavi COVAX AMC, click [here](#)

More information at [COVAX](#) and [COVAX AMC](#).