

Hedge Funds vs. Malaria - Year One Review

Monday, 15 January 2007

2006 was by all measures a very successful year for Hedge Funds vs. Malaria, but there still remains much to do. Read on for a summary of our activities last year, as distributed at the Annual Dinner on January 10th:

Malaria Free Zones Hedge Funds vs. Malaria conceptualized the Malaria Free Zone project, recruited George Ayittey and the Free Africa Foundation to manage the rollout of malaria free zones throughout Africa, and raised the original \$200,000 of seed money to establish the zones. During year one of the project, the Free Africa Foundation rolled out 12 malaria free zones exceeding the original target of three zones during year one. The Free Africa Foundation raised approximately \$130,000 for the zones during year one. In certain instances the Free Africa Foundation was able to attract donors to do more than fight malaria in the villages. These projects included the building of a library and the lending of money on a micro-credit basis.

Advocacy/DDT During year one, Hedge Funds vs. Malaria partnered with Africa Fighting Malaria to help lead the global fight to reintroduce DDT as a primary intervention in the fight to prevent malaria. Nearly thirty years after phasing out the widespread use of indoor spraying with DDT and other insecticides to control malaria, the World Health Organization (WHO) on September, 15, 2006 announced that this intervention will once again play a major role in its efforts to fight the disease. WHO is now recommending the use of indoor residual spraying (IRS) not only in epidemic areas but also in areas with constant and high malaria transmission, including throughout Africa. On April 25, 2007, Hedge Funds vs. Malaria will be holding its second event to benefit Africa Fighting Malaria, the world's leading malaria advocacy group.

Dunk Malaria Hedge Funds vs. Malaria conceived of the connection between basketball nets and bednets. Together with its partners, the New York Knicks and the United Nations Ministry of Sport, Dunk Malaria encouraged tens of thousands of people worldwide to dunk a basket against malaria and raise awareness of the emergency that is malaria. The signature event of Dunk Malaria was held at Madison Square Garden on March 15. During the Knicks vs. Hawks game, all fans were given an opportunity to dunk a basketball on a mini-basket. Dunk Malaria spokesperson Fab 5 Freddy took the official first shot of Dunk Malaria on the Madison Square Garden court at the end of the first quarter of the game. Senator Sam Brownback took the ceremonial final shot of Dunk Malaria on April 25 - Africa Malaria Day. At the White House Summit on Malaria, Dunk Malaria was highlighted as part of a video presentation of grassroots efforts to combat malaria.

Publicity Hedge Funds vs. Malaria partnered with the Malaria Foundation International (MFI -www.malaria.org) to raise public awareness of malaria with a series of conferences and the launch of the Malaria Awards Show an event created by Hedge Funds vs. Malaria. During 2006, MFI won the prestigious Media Tenor award for agenda setting.

Fast Against Malaria On May 11, together with a number of other malaria organizations, Hedge Funds vs. Malaria launched the International Fast Against Malaria (in 2007 the name was changed to Fast Against Malaria - www.fastagainstmalaria.com). Over \$40,000 was raised during the fast as participants in 24 countries fasted to highlight the emergency that is malaria. The Fast marked the first time that Hedge Funds vs. Malaria collaborated with the World Swim Foundation.

Madness Against Malaria Attempting to infuse the fight against malaria with the same excitement and passion as Americans bring to rooting for their favorite college teams during March Madness, Hedge Funds vs. Malaria created Madness Against Malaria together with the World Swim Foundation. Madness Against Malaria was launched on September 1, 2006. Three months later "Madness Against Malaria," a unique international fundraising event based on the March Madness basketball tournament, was commended for its efforts by First Lady Laura Bush during her speech at the White House Summit on Malaria on December 14, 2006. Specifically, Mrs. Bush cited the campaign as an example of how the power of the Internet could be creatively harnessed to fight malaria.

Through Madness Against Malaria (www.MadnessAgainstMalaria.com), teams around the world are competing against each other to see which can raise the most funds to combat malaria. On March 1, 2007, the top 64 teams will be pitted against each other, knockout style, mirroring the NCAA basketball tournament. On April 16, the winning team will be announced, but of course all participants win the satisfaction of helping to save lives, and the real winners are those in the impoverished villages plagued by malaria who will benefit from these efforts.

Volunteer Effort/Funds Raised During year one, Hedge Funds vs. Malaria committed to helping all people who are fighting malaria anywhere in the world. All of its efforts are the fruits of the volunteer efforts of hedge fund managers and concerned individuals who are interested in ending the scourge that is malaria as soon as possible. Hedge Funds vs. Malaria is a group of people, not an organization, and therefore did not raise any funds for itself in year one (and has no plans to raise money at any time in the foreseeable future).

Expenses Hedge Funds vs. Malaria had no expenses in year one.