

Background

On October 6th, the Ford Foundation announced a special initiative to further global vaccine access and tackle the structural inequities that continue to hinder equal access to COVID-19 vaccines, particularly in the Global South. This initiative will support the critical work of advocacy organizations calling for urgent interventions by world leaders ahead of the G20 Summit.

Ford's wide range of commitments include signing onto a global effort to distribute vaccines through the People's Vaccine Alliance, a coordinated advocacy campaign to combat vaccine hesitancy and support vaccine access with the Charlize Theron Africa Outreach Project and the Entertainment Industry Foundation, and \$16 million in rapid response grants to be deployed across the Global South to strengthen vaccine equity. [Read the press release.](#)

Get social with us

We'd welcome your likes, shares, retweets, tags, comments, and posts! Here are some tips:

- Always use the hashtags so we can see your post: **#VaccinesForAll** and **#OurCivilSociety**.
- Twitter will be our primary channel for sharing and amplifying the announcement and press stories.
- We also encourage sharing posts with your personal message up top, from our accounts linked below.

The Ford Foundation on Social

- Twitter: [@FordFoundation](#)
- Facebook: [@FordFoundation](#)
- Instagram: [@FordFoundation](#)
- LinkedIn: [@Ford-Foundation](#)

Charlize Theron Africa Outreach Project (CTAOP) on Social

- Twitter: [@CTAOP](#)
- Facebook: [@charlizetheronafricaoutreachproject](#)
- Instagram: [@CTAOP](#)
- LinkedIn: [@Charlize-Theron-Africa-Outreach-Project](#)

Sample Posts

Twitter:

We're raising our voices against vaccine inequity. A global problem needs global solutions. All of us must work together to address the systemic challenges that keep vaccines out of reach from those who need them most. #VaccinesForAll #OurCivilSociety fordf.org/VaccinesForAll

OR

Until we're all vaccinated, we're all vulnerable. The pandemic is a global problem that requires global solutions. Join us to spread awareness about the need for global vaccine access NOW. #VaccinesForAll #OurCivilSociety fordf.org/VaccinesForAll

Instagram *Add Press Release link to bio or stories:* We all need to raise our voices against vaccine inequity. The first step is making sure that people are informed about the dangers of the virus and what they can do to protect their friends and family. Next, we must address the systemic challenges that keep vaccines out of reach from those who need it most. fordf.org/VaccinesForAll

Facebook/LinkedIn:

#Covid19 is hands down one of the most urgent threats we face globally, and with vaccines becoming more readily available, we're closer to putting a stop to it than ever before.

We cannot and WILL not sit on the sidelines while these inequalities threaten people around the world, particularly the most vulnerable and marginalized worldwide.

People around the world are raising their voices against vaccine inequity. Will you join us? #VaccinesForAll #OurCivilSociety fordf.org/VaccinesForAll



[High res image link](#)