MAC Milestones

In 25 years, the MAC AIDS Fund has raised $500 million. It celebrates with an expanded mission—and a new name!

July 1, 2019 By Trent Straube

When it comes to fighting the global HIV epidemic, MAC Cosmetics delivers way more than lip service. The company launched the MAC AIDS Fund 25 years ago and has since enlisted powerhouse celebs like Lady Gaga, Ariana Grande and Nicki Minaj to pucker up and pose in campaigns for Viva Glam lipsticks (100% of proceeds go to the cause).

Since 1994, the fund has donated over $500 million, making it the largest non-pharmaceutical HIV/AIDS funder. That breaks down to 9,713 grants issued to over 1,800 programs that reach 19 million people across 92 countries every year! As it celebrates these milestones and its 25th year, the fund announced an expanded mission that focuses on healthy futures and equal rights for women, girls and members of the LGBT community. It also debuted a new name: the MAC Viva Glam Fund.

“We’re evolving our mission and changing the name of our fund in the U.S.,” writes Nancy Mahon, global director of the fund, in an article on Medium.com. “We’ll transform the U.S.-based foundation from the MAC AIDS Fund to the MAC Viva Glam Fund to reflect our broadened approach in the U.S. We’ll also be doubling down on support that addresses the needs and inequities of communities most impacted by the disease. ”

To kick off this era, the fund debuted a socially minded campaign starring not one big-name celeb but 18 “MACtivists”—influencers, artists and activists such as Troye Sivan, Princess Nokia and Alex Mugler, who reflect the fund’s expanded mission. The fund is also honoring 10 of its heritage grantees with $25,000 grants and partnering with Planned Parenthood, GLAAD and Girls, Inc. In another move more visible to the public, the fund also launched a new logo, a limited-edition lipstick and a 25th anniversary campaign. Look for Winnie Harlow, the Canadian fashion model, America’s Next Top Model contestant and spokesperson for the condition vitiligo (a depigmentation of sections of the skin), as she poses in an homage to Viva Glam’s debut campaign from 1994, which starred RuPaul.

MAC Viva Glam’s 25th anniversary lipstick is coming soon!Courtesy of MAC Viva Glam Fund

Long live Viva Glam—shanté, you stay!

Three of the 18 “MACtivists” in the fund’s latest videoCourtesy of MAC Viva Glam Fund

An ad featuring singer SiaCourtesy of MAC Viva Glam Fund

An ad with celebs Shirley Manson, Elton John, and Mary J. BligeCourtesy of MAC Viva Glam Fund

An ad featuring actress Taraji P. HensonCourtesy of MAC Viva Glam Fund

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