

Llewellyn Goddard
Advocate



Friends for Life Bike Rally
2011



Friends of PWA

TORONTO PEOPLE WITH AIDS FOUNDATION ANNUAL REPORT 2010-2011





Murray Jose,
PWA's Executive Director



Cory Garlough,
PWA's Board Chair

OPPORTUNITIES & EXPLORATION

The Toronto People With AIDS Foundation (PWA) offers people living with HIV/AIDS a welcoming space to connect with others, access practical support services, and get assistance to navigate the sometimes complex system of care required. At the heart of everything PWA is about and does, are the voices and experiences of people living with HIV/AIDS. Listening to these voices of the community, the 2010/11 year provided many opportunities for PWA and areas for exploration moving forward.

Opportunities this year focus on both stabilization and growth. There still remains economic uncertainty and this environment correlates with increased needs of people living with HIV/AIDS. We were pleased to stabilize our Financial Assistance programs through increased coordination and referrals with other publicly funded programs. Similarly we were able to support program growth within Health Promotion. In particular we were able to increase available acupuncture appointments from 100 to over 900. Moreover, we were able to offer Home Start Up hampers for clients moving into new homes as well as developing a structure with the Peer Leaders program for mentoring opportunities. These opportunities could not have been explored without great community partnerships and strong engagement by staff and volunteers.

PWA explored and acted upon some exciting opportunities related to partnering in community based education, research and advocacy. In particular, PWA was involved in the following:

- As an Investigative partner, PWA houses the Study Coordinator for CHIME (Collaboration for HIV Medical Education) which explores the impact of PHA involvement in the education of health care practitioners.

- PWA was presented a poster abstract at the XVI International AIDS Conference on our innovative Poz Prevention work.
- As part of the important work responding to the issue of criminalization, PWA was a co-investigator in an internationally received study HIV Non-Disclosure and the Criminal Law: Establishing Policy Options for Ontario.

Through these and other opportunities, we began to see themes and ideas that deserved further exploration to determine how PWA could best serve people living with HIV/AIDS. We began a strategic planning process, incorporating some of these themes into the process, specifically, engaging PHAs and Health Promotion as a framework. It was an honour for both of us to be able to share such powerful conversations with people passionate about HIV related issues and services. We took the opportunity to listen carefully and were humbled by the stories people shared. Throughout this report, you'll be able to read more details about the opportunities and exploration that arose in 2010-2011 and our continued efforts to make a positive difference in the lives of people living with HIV/AIDS.

Sincerely,

Murray Jose
Executive Director

Cory Garlough
Board President/Chair

PWA STRATEGIC PLANNING

PWA is proud to announce the development of our new strategic plan for 2011-2016: **Engaging, Building Capacity, Empowering Dreams.**

In early 2011, the Board of Directors undertook the process of developing a new strategic plan, working with consultants from the Potential Group. Leading up to this, we observed that over the past few years, we'd strengthened our foundation of practical and direct services and being a welcoming, healing space, and we'd also started to intentionally focus on meaningful engagement of people living with HIV/AIDS, through our staff roles and volunteer involvement in our office, Board and program initiatives. We've also increasingly taken on a health promotion framework, in our direct service programs, our poz prevention and anti-stigma work. PWA was making a positive difference in the lives of people living with HIV/AIDS in powerful and meaningful ways.

As a result of this review, we began our strategic planning work with intention to explore and hold engagement and health promotion as core elements informing our next strategic directions. The process chosen was strengths-based and had the following expected outcomes:

- reflect on, explore and articulate past experience and "positive core";
- explore environment and shifts in our world;
- examine and refine current work in context of emerging aspirations;
- deepen relationships with community and partners;
- develop inspiring, concrete actionable plan for moving forward.

All told, more than 120 people contributed to the planning: community partners, current, past and potential clients, volunteers, health providers, front line staff and PWA managers, HIV+ community members, funders, managers of other ASOs, other community members (queer media, business owners).

The final strategic plan was created through many rich conversations, focused on the best of PWA now, and what PWA is being called to become into the future. This was a time of reflection, storytelling, listening, questions, metaphor, and deep, insightful thinking about how PWA can most meaningfully continue to evolve. The resulting plan with a new vision and enriched mission represents an exciting next step for PWA. The full strategic plan will be available on the agency website and at the office as well as being distributed electronically through our regular communication methods.



Dwayne Bryk is Mr. Spearhead 2011



'Murray, Kevin and Richard accept a cheque from TICOT's Empress Thelma at Coronation XXIV



Kevin Gerber accepting a cheque from the folks at the Toronto Historical Bowling Society



PWA Staff and Volunteers on the PWA float at Pride 2010

PROGRAMS UPDATE

Intake

316 new clients were registered with PWA's Volunteer Intake Workers in 2010/2011. Wonderful strides have been taken thanks to the Service Access Team to make PWA's Intake process the most valuable for each new client. The process for new clients has become a matter of connecting clients with resources that are appropriate for their needs even if those services are offered by other AIDS Service Organizations (ASOs). The new process is being compared to 'an orientation into the PWA network' because Intake Workers have the opportunity to be collaborative with our community partners.

Nearly 11,000 **Health Promotion** services were accessed. Up from 1,000 the year before because of the phenomenal support of a full time staff, managing the program and the incredible community support from independent acupuncture and massage practitioners as well as students from Elmcrest College, Kikkawa College and the Institute of Traditional Medicine.

Holiday Programs in 2010 were a great success thanks to our partners: Procter & Gamble, Johnson & Johnson, Canadian Tire, Coach House Cookies, Daniel et Daniel, MARS Canada, McGregor Industries, TIFF, Starbucks and New Leaf Florist. A special thanks to the PWA volunteers and folks from Procter & Gamble who helped assemble the bags!

PWA's clients also enjoyed tickets to cinema, cultural events and entertainment through our Theatre Access Programs thanks to our most generous donors, Live Nation, Rainbow Cinemas, Canada's Wonderland and the Ontario Science Centre.

PWA's **Treatment Access** Program was featured in an international mailer by ViiV which demonstrated how their corporate support has served people living with HIV/AIDS through the provision of emergency access to medication. Llewellyn, PWA's Treatment Access Coordinator's photo is featured for his role in engaging pharmaceutical corporations like ViiV to donate their HIV medications for clients. (include picture of the mailer here).

Income Support for clients is coordinated by PWA's Benefits & Assistance Case Managers. They support clients with access to housing, Canadian Immigration, crisis counseling and government income support (Employment Insurance, Ontario Works, Ontario Disability Support Program, Canadian Pension Plan and Old Age Security). Thanks to PWA's wonderful space and interest in increased partnerships, PWA's Benefits & Assistance Case Managers can be as effective as ever in helping clients access the services they need on site at PWA with Housing Workers from Fife House, McEwen House's expertise with substance use and mental health issues, weekly office hours for Ontario Works and every other week for Ontario Disability Support Program. The benefit to clients of a Case Manager is personal relationships with clients and partners and their ability to make sure clients have the best possible chance of accessing government support. 766 clients or 33% of clients accessed \$170,000 in financial assistance in 2010/2011.

In the **Treatment Resources** area, a needs assessment on HIV/AIDS treatment information was conducted by the Treatment Resources Coordinator and the results were presented at the Ontario HIV Treatment Network Conference. The results were most interesting and will inform future programming in the Treatment Re-



sources area. A majority of those surveyed wanted to access treatment information from their doctor's office. Where they were actually accessing information was greatly online. One-on-one consultations for clients needing help and support navigating their health through western and eastern medicines continued this year. As well, thanks to our pharmaceutical partners, 5 workshops and 5 treatment bulletins (made possible by the generous support of BMS, Gilead, Merck, Tibotec and Viiv Healthcare Shire) were created to provide needed treatment information for clients (available online at www.pwatoronto.org/english/publications.php).

Food Programs

In the Essentials Market for 2010/2011 a new program was created to help clients set up a new home as well as deal with the many financial challenges clients face when moving into a new space. The New Home Start Up Hampers consist of such items as: laundry soap, cleaners, garbage bags, shampoo, toothpaste and other health and beauty aids and household items such as kitchen and bathroom items. As well, clients also receive a family size food supplement to help fill their new cupboards.

Another new initiative to accommodate seniors (over 65), when they are transitioned off the provincial financial support of Ontario Disability Support Program (ODSP), the Essentials Market is providing greater access with a graduated system that allows for a maximum access of 4 visits a month. Similarly, for clients transitioning off of Food For Life (home meal delivery program), more access is being allowed so that those struggling to make ends meet, aren't going hungry.

PWA's Essentials Market volunteers were proud to be able to provide support to the residents of 200 Wellesley St. East after the fire of September 24th 2010. A soup kitchen was housed at Fife House for 200 Wellesley residents who were displaced from their homes.

Food For Life

PWA's Food For Life program continues to provide short-term emergency weekly access to delivered meals to clients in crisis. 120 clients accessed this service in 2010/2011.

Speakers Bureau and Volunteer Program

All agency volunteers have undertaken the Care Training program. PWA's Care Training was facilitated by PWA's Speakers Bureau Coordinator and Service Access Manager to enhance and support the volunteer experience. The training will ideally ensure our office is a comfortable, revitalizing, safe space where people living with HIV/AIDS can feel affirmed and gain access to practical services, a warm, welcoming environment and sense of community, and physical space that can be used for many purposes, including social connections.

C.A.R.E. stands for Competencies in Awareness, Respect and Empathy (C.A.R.E.). The training helps one understand their degree of awareness for oneself and others, the respect within which you hold yourself and others, and the extent to which you are able to feel empathy for the people around you.

Wade and Michael were the
Friends For Life Bike Rally's
2010 Co-Chairs



FRIENDS FOR LIFE BIKE RALLY



The 12th Annual Friends For Life Bike Rally left Toronto July 25th 2010 with 300 cyclists and 84 crew. 6 days later, they arrived in Montreal and over the course of the event raised a record amount of over \$1.2M.

The 2010 Bike Rally benefited from great media coverage thanks in part to Breakfast Television, the CBC, CP24, The Montreal Gazette, and a number of other local print and news outlets along the route.

Thank you to the 2010 Sponsors including the Presenting Sponsor Scotiabank Group, Major Sponsors BMS Virology, Rubbermaid, VIA Rail Canada and ViV Healthcare. And thanks to the Bike Rally Team Sponsors, Jana Water, Hardys, Nestle, Timothy's World Coffee and WIND. The continued success of the Bike Rally is due to the efforts of all the Steering Committee volunteers who planned and executed the event as well as all the volunteer Riders and Crew who donate their time for a week each summer to fundraise for PWA.

SUPPORTERS OF THE TORONTO PEOPLE WITH AIDS FOUNDATION

April 1st 2010 to March 31st 2011 (donations over \$2,000)

Agency Partners

Visionary

M•A•C AIDS Fund

Leaders

Scotiabank Group
VIA Rail Canada

Major

Bristol-Myers Squibb
Gilead
Janssen
Merck
Procter & Gamble
Sheraton Centre Toronto
Timothy's World Coffee
(500 Church Street)
ViiV Healthcare – Shire
Whole Foods Market

Media Partners

103.9 PROUD FM
NOW
fab
Gay Guide Toronto

Special Thanks

Estate of John Max Pembleton
for making the 2009 office
relocation possible.

Friends

\$10,000+

TICOT Social Society
The Village Pharmacy

\$5,000+

International Financial Data Services
Metropolitan Community Church of Toronto Congregation
Mirvish Productions
Spearhead LDSC (Toronto) Inc.
Sue Cox Community Action Fund

\$2,000+

Bentall Limited Partnership
CHUM Charitable Foundation
Corporate Specialty Services Inc.
Crews & Tangos Restaurant & Bar
Gary Akenhead
Lawrence Bennett
Louis Charpentier
Mazon Canada
McGregor Industries
Midore Inc.
Organics Delivered
Remote-Learner
Ross Slater & Wayne Smith
Shawn Venasse



Pwa

making a positive difference



VOLUNTEER STORY SASHA OLSSON

Sasha Olsson has been a volunteer with PWA since 2005. She started out as a participant in the Friends For Life Bike Rally when she was recruited by the co-chair, at the time, who was her spinning coach. **'The involvement and inclusion of HIV positive people on the Bike Rally as Riders and Crew made me realize how current and relevant HIV/AIDS is in Toronto, it seemed to me like the Bike Rally helped keep HIV positive people healthy and happy.'**

Her philosophy, or rather track record, when getting involved with a new volunteer opportunity is that she jumps in the deep end, so to speak, and PWA has been so pleased that she has chosen to do so with us. She started out washing the laundry for the various complimentary therapies that PWA offers in our office: massage, reiki and acupuncture. She then took on data entry to keep herself busy while the laundry went through its cycle. And further, she asked to take on the responsibility of intake for new clients. Her dedication and passion for intake led to her taking on the role of Service Access Team Leader.

As a retired nurse, Sasha is no stranger to assisting people navigate care. Her favourite volunteer role at PWA is doing intakes with new clients because people living with HIV/AIDS often come to PWA feeling isolated and facing stigma. Sasha's experience has been that after she explains what PWA can help with, new clients leave PWA looking and sounding more relaxed and empowered. Her favourite story, and that which keeps her motivated to come in on average 4 days a week, is because of one new client who, upon taking a tour of PWA, asked whether they could simply come back to hear the laughter of the Essentials Market (food bank)

volunteers. That for Sasha is the essence of what PWA can offer clients, the necessities to live with HIV/AIDS and wellness.

PWA's intake process for HIV positive people is tailored for each individual based on their responses to a basic interview checking in to see **'where they are at'**. PWA's volunteer intake worker will inform the new client what PWA and other ASOs can offer and also offers other potential information that may eventually be relevant and helpful to achieving wellness, volunteer opportunities, theatre access and holiday programs. New clients during intake are offered a full tour of PWA's facilities, if clients are in need of food at the time of their intake, they are welcome to take a hamper from the Essentials Market. As well during an intake, and when available, new clients are able to access complimentary vitamins and Ensure (high caloric drink) if they are experiencing wasting (significant loss of muscle and fat tissue). New clients are introduced to their Case Managers who are available year round to assist with the navigation of services and financial support options.

Sasha has taken part in PWA's recent strategic planning process because **she sees the need and wants to help**. In particular, she was touched during the interviews with stakeholders by how respectful the community is of PWA. 'PWA is welcome to change and makes changes in order to do what will be best for clients'.

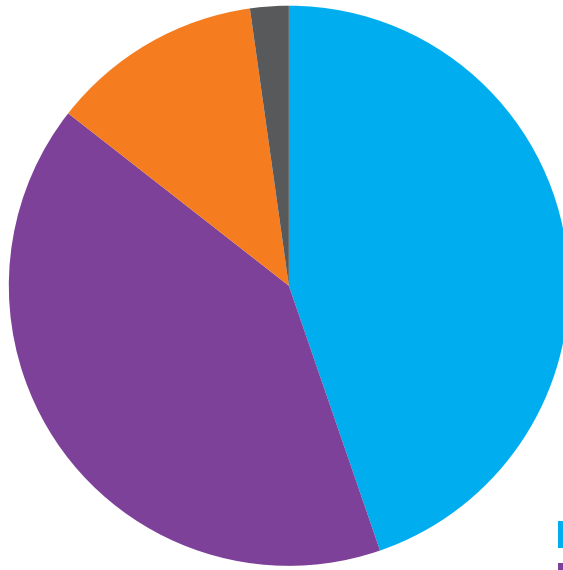
'Without having ones basic needs met, one can't heal, physically or emotionally. PWA helps to heal and inspire the whole person.'

FINANCIALS

Statement of Operations for the year ended March 31

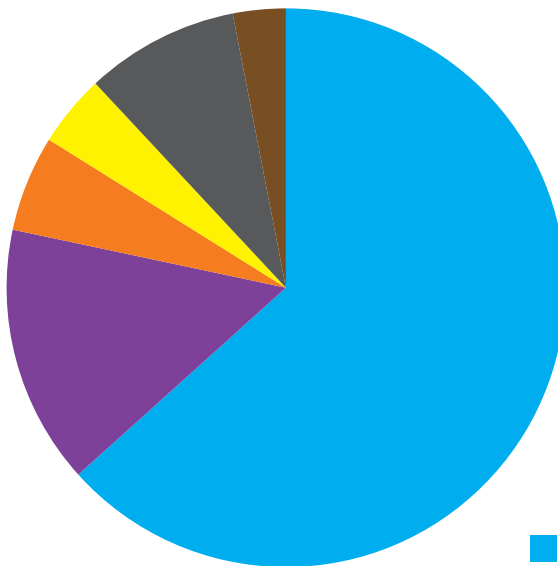
	2011	2010
Revenue		
Grants	1,347,853	1,254,457
Fundraising and donations - bike rally	1,233,350	952,252
Fundraising and donations - general	367,092	378,919
Administrative fees, honoraria and other	48,290	33,340
Financial assistance contributions	16,170	28,340
Investment Income	5,740	11,074
Total Revenue	3,018,495	2,658,382
Expenses		
Client Services		
General programs	231,205	129,951
Benefits and assistance income support	222,748	232,002
Food For Life meal delivery program	150,719	228,911
Food programs	143,584	136,977
Treatment programs	142,081	120,001
Long-term care health promotion	136,144	118,207
Volunteer services	101,228	108,418
POZ Prevention	94,940	76,229
Education - Speakers Bureau	90,304	78,791
	1,312,953	1,229,487
Financial assistance		
Medical assistance	115,533	92,345
Medical disability	38,350	26,050
Family holiday gift certificates	8,720	1,350
Positive Seniors fund	6,600	3,800
Positive Children fund	5,200	4,800
	174,403	128,345
Total PWA Program expenses	1,487,356	1,357,832
Community Partners		
Committee for Accessible AIDS Treatments	211,244	185,774
Toronto HIV/AIDS Network	150,709	125,373
CHIME Research Study	30,482	
Latinos Positivos	28,361	1,874
Criminal Law & HIV Exposure	1,488	2,440
	422,284	315,461
Total Program expenses	1,909,640	1,673,293
General		
Fundraising - bike rally	447,809	412,630
Administration	263,254	253,101
Fundraising and development	171,465	185,991
Communications	124,272	95,977
Administration - amortization expense	93,207	81,144
	1,100,007	1,028,843
Total expenses	3,009,647	2,702,136
Excess (deficiency) of revenue over expenses	8,848	(43,754)

REVENUE



- Government grants 45%
- Fundraising and donations - bike rally 41%
- Fundraising and donations - general 12%
- Other Income 2%

EXPENSES



- Program expenses 63%
- Fundraising - bike rally expenses 15%
- Fundraising - general 6%
- Communications 4%
- Administration 9%
- Admin. - Amortization expense 3%

Our mission

The Toronto People With AIDS Foundation exists to promote the health and well-being of all people living with HIV/AIDS by providing accessible, direct, and practical support services.

Our philosophy

People living with HIV/AIDS play a crucial role in the governance and operation of PWA, but, most important, are its heart and soul. Although the Foundation seeks supportive partnerships in fulfilling our mission, our response to HIV/AIDS is, more than anything else, inspired by the voices and experience of people living with HIV/AIDS.

Our board

President

Cory Garlough

Vice President/Vice Chair

Scott Morrison

Treasurer

Brian Scott

Secretary

Brian Fior

Members at Large

Annie Thomas-Diceman

Mina Hunt

Susan Holita

Sachin Aggarwal

Andy Baldwin

Ian Mole

Michael Shreve

Essentials Market volunteers



Kevin Borden
Food Programs
Coordinator



Friends for Life Bike Rally 2011
Co-Chairs



making a positive difference

Toronto People With AIDS Foundation

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