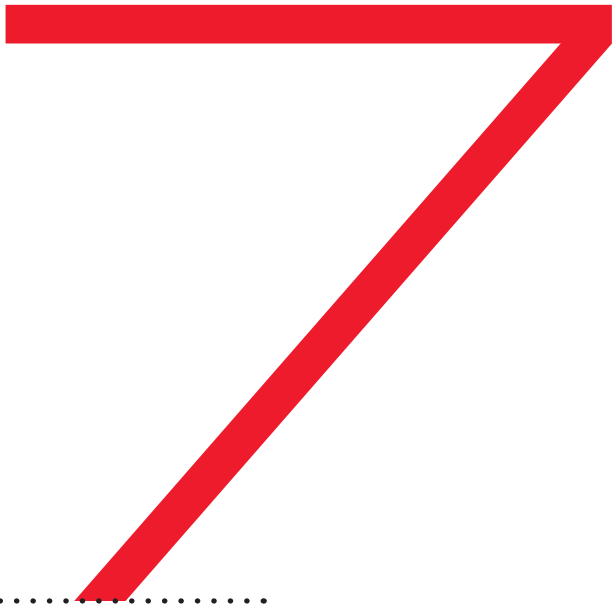
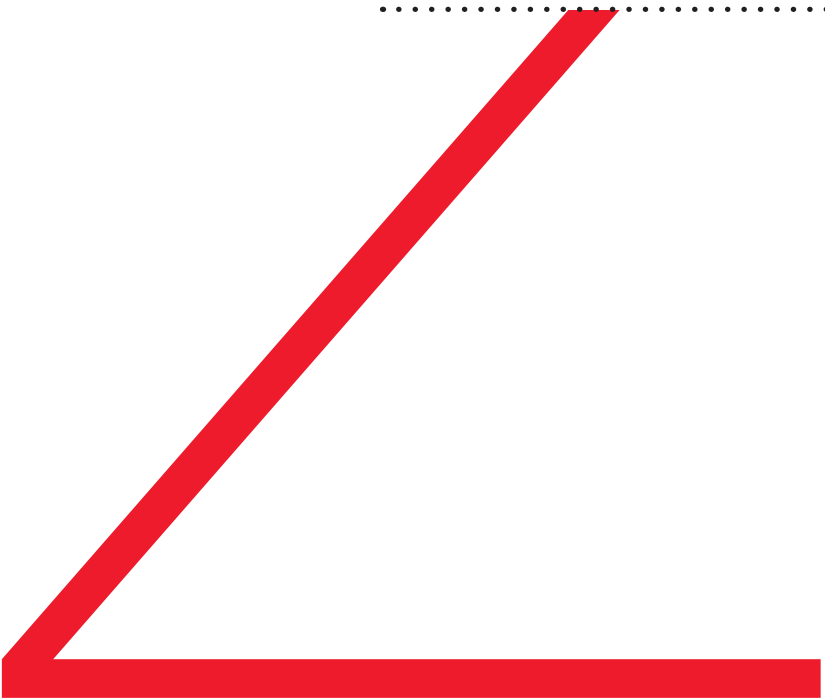


Zero



Annual Report
2013-2014



HIV
EDMONTON



Board of Directors

Ken MacDonald – Chair
Catarina Versaevel – Vice Chair
Karen Smith – Treasurer
Susan Jamieson – Secretary
James Mabey – Past Chair
Ray Chorney
Ryan Cooper
Jennifer Dodd
Matthew Hou
Kate MacDonald
Judy Mill
Grady Rowand

Staff

Shelley Williams – Executive Director
Peggy Hodge – Director of Programs and Services
Laura Keegan – Director of Resource Development and Public Engagement
Nirmala Godinho – Director of Finance and Administration
Leah Cavanagh
Tsion Demeke Abate
Daltyn Evans
Sandra Johnson
Chris McBain
Dylan Richards
Corey Wyness

Students

Shaheer Alibhai
(University of Alberta, Occupational Therapy)
Melissa Coudeiro
(MacEwan University, Social Work)
Jenna Hatter
(University of Alberta, Occupational Therapy)
Alison Hawke
(MacEwan University, Social Work)
Megan Lukasewich
(University of Alberta, Community Service Learning)
Chantel Ronaasen
(City University, Master of Counselling Program)
Arielle Shuman
(MacEwan University, Social Work)
Jennifer Stewart
(St. Stephen's College, Master of Art Therapy)
Omar Syed
(NAIT, Business Program)
Krista Turnbull
(MacEwan University, Social Work)

Vision

Zero new HIV infections
Zero stigma and discrimination
Zero AIDS-related deaths

Mission

HIV Edmonton is dedicated to making life better for people living with and affected by HIV and AIDS.

We do this by focusing on the elimination of HIV transmission and AIDS-related deaths and working to erase the stigma and discrimination faced by people living with and affected by HIV and AIDS.

HIV Edmonton supports people living with and affected by HIV and AIDS by:

- developing educational resources for community organizations, healthcare professionals and the general public
- developing and delivering prevention, health promotion and support programs
- providing a voice for people living with and affected by HIV and AIDS through our work with local, provincial and national organizations on policy development, health strategy and program design.

We are a charitable organization serving people and communities primarily in metropolitan Edmonton. Our strength is our staff and volunteers who are subject matter experts in the prevention, management and treatment of HIV and AIDS.

Values

We strive to create a positive and welcoming environment for all who use our services.

We appreciate and celebrate diversity in all its dimensions.

We are compassionate in all that we do.

We demonstrate respect for each other, our volunteers, clients, services partners and health care professionals and recognize that success is achieved through collaboration.

We protect the dignity and confidentiality of our clients.

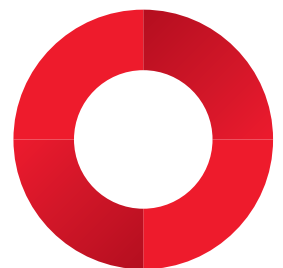
We are honest, trustworthy and act with integrity.

We honour the generosity of others through responsible and efficient use of our resources.

We are transparent with respect to decision making.

We strive for continuous improvement in fulfilling our mission.

We encourage and support a healthy work/life balance for our staff.





From the Chair



This past year for HIV Edmonton has been a year of firming up our foundational pieces and positioning the organization for success going forward. Initiatives included finalizing and approving an update to our bylaws at our last AGM. This allowed us to solidify and clarify our governance structure.

Considerable work was also completed on our internal policies, providing much needed clarity and direction for staff. The board operating policies were also reviewed and updated providing further scoping and clarity for organizational governance.

Operationally, we continue to benefit from the strong and insightful guidance of Shelley Williams as our Executive Director. Shelley is supported by an outstanding team of staff that help to effectively deliver on our mandate and further our outreach and support work in the community.

The Red Ribbon Building continues to be a major asset for our organization, first as a stable and operationally effective base to work from, and secondly, as a vital community hub that helps us build stronger partnerships with our stakeholders and the community at large.

Financially, HIV Edmonton is in a stable position. The organization recently completed its three-year funding cycle submission and now has a clear focus for delivery. Adequate and diversified resourcing will continue to be a priority to further the work of HIV Edmonton in the future.

Going forward, the board will focus on ensuring we are delivering on our strategic priorities as outlined in our strategic plan developed last year, and reviewed and updated this past spring. I look forward to serving with my board colleagues as the agency continues to provide its vital and importance service to our community.

Ken MacDonald
Chair

From the Executive Director

HIV Edmonton implemented the first year of our three-year strategic plan *Moving Forward with Purpose*. The plan was developed by the Board with input from many stakeholders and was approved in March 2013.

The plan fed into our three-year funding proposal which was approved by the Alberta HIV Community Fund through contributions from Alberta Health and Wellness along with the Public Health Agency of Canada. While we did not get all that we were looking for, we did receive a small increase which allowed us to provide staffing increases for the first time in four years.

The staff at HIV Edmonton are dedicated, creative and work tirelessly to implement the strategies in our strategic plan. It is our staff who do the day-to-day work of getting to Zero new transmissions, Zero stigma and discrimination and Zero AIDS related deaths. They also ensure that we have the revenue and the volunteers needed to accomplish our work.

Please review the details of this report to better understand the incredible work everyone does to reach the vision of Zero.

Shelley Williams
Executive Director



Zero stigma and discrimination



Heroes for Zero

Our Heroes for Zero are brave community members who stand up and say they are supporters of HIV Edmonton and our vision of Zero. They believe we can get to Zero and have publicly stated that they are participating in our campaign.

This campaign is primarily through our social media outlets (Twitter and Facebook) and it's easy to participate! Just tweet us your photo, make sure you tag @HIVEdmonton, and use the hashtag #heroesforzero! We'll retweet and share your photo on Facebook.



Stigma

Stigma: A mark of disgrace associated with a particular circumstance, quality or person (Oxford dictionary).

Stigma divides people into “us and them.” It is often attached to things people are afraid of and many people have fears, prejudices or negative attitudes about HIV. Stigma can lead to people being afraid to tell anyone about their HIV, it can scare people away from testing, and it can prevent them from seeking any help.

Stigma can make people with HIV feel worse about themselves—that they deserve HIV, that they are immoral, irresponsible, dangerous or any of the other things that stigma says about HIV.

Much of our work in getting to Zero stigma and discrimination involves getting rid of the “us and them” thinking that underlies stigma. When all kinds of people wear a Red Ribbon, march in the streets, wear a Heroes for Zero cape, pour coffee, and stand up and say “I support people with HIV” and “I am not afraid of HIV,” they stand together as one.

We will have Zero stigma and discrimination when all people with HIV and AIDS are not treated any differently by individuals, the community or when accessing community services.

Black and white and red photos

Stigma can make you feel different and apart from other people—like you're wearing a target, or a bright red shirt—like the red highlights in our black and white photos.

Stigma can make people want to hide. In this Annual Report, we are not hiding! The people portrayed in the photos are all contributing to ending stigma. They wear their red with pride. We thank them!



As one of the team members who offers care to HIV+ and pregnant women, I commend you for the timely message [about HIV+ moms]. THANK YOU THANK YOU & THANK YOU X 1,000,000! I am still saddened when people in the health care field feel that HIV+ women should not bear children as this is “selfish,” “irresponsible,” etc. This e-mail made my Mother’s Day! Keep up the exceptional work you do as it is truly appreciated!

Maria Stadnyk RN - Prenatal HIV Nurse Designate (Fancy Pants title too long for my liking!)



Zero new HIV infections



What we do

Prevent new infections in populations known to be vulnerable to HIV.

How we do it

Education and outreach to at-risk individuals and groups, referrals to health and social service providers, access to condoms and on-site needle exchange.

- Although the primary focus of prevention programs are Aboriginal people, men who have sex with men (MSM) and people from countries where HIV is endemic, HIV Edmonton also works to provide information and resources to youth at risk, intravenous drug users, sex trade workers, prisoners and women at risk.

People from countries where HIV is endemic

The African, Caribbean and Black (ACB) communities face unique challenges in addressing HIV. We are working at the community level to build support and reduce stigma and discrimination and at the individual level to support people who are living with HIV. Activities included:

- We co-hosted the Red Ribbon High Tea.
- Culturally appropriate HIV 101 presentations to youth in schools with high immigrant populations.
- African Women's Gatherings and Conversation Cafes, Ribbon Rouge #6, African Centre for Excellence and Ethiopian Community Youth events.
- Workshops for agencies serving the ACB community.
- Increased ACB participation in Scotiabank AIDS Walk for Life and World AIDS Day.



From our surveys:

"This place is amazing! I feel so safe here."

"I can't believe anyone would do all of this for me. I'm overwhelmed and feel so blessed."

"Things like this holiday dinner help remind me that I'm a person and not just a disease. Thank you."

Men who have sex with men (MSM)

MSM continue to have the highest rates of new infections. Activities to increase the capacity of MSM to prevent HIV included:

- Weekly outreach to bathhouses to provide education and pre and post counselling for rapid testing in partnership with Edmonton STI Clinic's outreach team.
- Online chat sessions and cruise board posts that include topics such as body image, negotiating condom use, risky behavior and healthy sexuality.
- Outreach to LGBTQ gathering places and events (e.g. Edmonton Pride Festival, Fruit Loop, Queer Prom, U of A Campus Pride Week).
- Distribution of condoms and educational materials.

Youth

We reach out to youth in the places they "hang out" in. We reached 1,700 youth through:

- Testing Fairs at Grant MacEwan University and University of Alberta, Dare to Stand Out Diversity Conference in Leduc County, Cool Camp in Edson, Queer Prom and Seminar on the United Nations and International Affairs (SUNIA).
- 53 workshops and presentations at high schools, colleges and universities, youth shelters and treatment centres.
- Outreach to Old Strathcona Youth Society (OSYS), Youth Empowerment and Support Services (YESS), Inner City High School and Boyle Street Education Centre.
- One-on-one and group support for several HIV+ youth.

Aboriginal

Aboriginal people have higher rates of HIV infection than the general population. We reach out to youth programs, high schools, colleges and universities, health centres, and Aboriginal agencies through community events, workshops and presentations. Highlights for the year included:

- We hosted the ACCH Alberta Aboriginal Strategy focus group.
- Cultural activities including smudges, talking circles, memorial service, and making medicine bags.
- Collaborations included Kiciy Askiy project, Native Youth Sexual Health Network, Wicahitowin Circle of Sharing, iHuman and Aboriginal student services centres at local schools.
- Participation in Aboriginal awareness events and activities such as National Aboriginal Day, Alberta Indigenous Games, Walking with our Sisters Opening and Truth and Reconciliation National Event.

Results

328

contacts with African, Caribbean and Black (ACB) communities

7,500

contacts with men who have sex with men

1,700

youth contacts

293

contacts with Aboriginal people

Who are you going to call?

We are the go-to agency when people have questions about HIV and AIDS or when they need support or reassurance.

We answered **853** calls, e-mails and walk-ins about testing, risk of transmission, disclosing HIV status, safer sex practices, and a variety of other topics.



Zero AIDS-related deaths



What we do

Promote the increased capacity of people living with HIV or AIDS to manage their health and provide support to people who are affected by HIV.

How we do it

Individual and group support through the many programs and activities offered at HIV Edmonton and in the Ross Armstrong Centre Drop In.

Ross Armstrong Centre

Ross Armstrong Centre is a place in our agency where people living with HIV can relax and be themselves without worrying about being judged because of their HIV status. We help participants get and stay healthy through referrals, advocacy, support for housing, employment and government applications.

A key part of the Ross is the support and companionship of peers. Activities such as collective kitchens, smudges, support groups, movie afternoons, and just hanging out give people living with HIV a chance to connect and learn from each other.

Outreach Support

Some people do not want to come to the Red Ribbon building, often because of the stigma they have experienced. When this is the case, we go to them. We visit clients in their homes or at a local coffee shop. We also visit other agencies (e.g. prisons, hospitals, and addictions facilities) where current or potential clients might be.

.....
"When I was first diagnosed with HIV, in 1991, I was terrified. I breast fed both my children and waiting for their tests results was the longest two weeks of my life. I was so afraid that I would die and they would be orphans. Today I'm happy and healthy and it's the love of my children that got me here, along with tons of support from friends and people like the ones at HIV Edmonton. I am a very blessed Mom."
.....

Results

7,523
total client interactions in Support and Outreach programs

1,013
contacts for Ross Armstrong Week, an average of 87 client contacts per month

314
people living with HIV are currently registered in Support and Outreach programs

31
new clients registered for Support and Outreach programs

5
of our clients died during the year.



Zero stigma and discrimination

..... What we do

Create supportive environments by ensuring that the community has awareness and capacity regarding HIV and related issues.

How we do it

Education is key to reducing stigma and discrimination. Information, presentations and community events focused on prevention and education are provided to community members, service providers, partner organizations, policy makers, media and students.

- We co-hosted with CATIE and ACCH Alberta the HIV Education Conference. There were 107 participants including Alberta AIDS organizations, people living with HIV, pharmacists, nurses and social workers.
- The two-day Dynamics of HIV Workshop includes HIV 101, STIs, Determinants of Health, Viral Replication Cycle, HIV Treatment and Medications, Stigma and Discrimination, and Living with HIV. 47 participants representing over 15 agencies and organizations attended.

Community events

Our major community events help us move towards Zero stigma and discrimination. We can educate people about HIV, we can make HIV more visible and less intimidating, and we can have fun while doing it. Nothing beats stigma more than people having fun attending, participating and promoting HIV prevention!

The following pages highlight our major events: World AIDS Day and the Scotiabank AIDS Walk.

.....
Henry was referred to HIV Edmonton from prison and had no experience of living outside of jail. In one stop, we were able to help him connect with free counselling services, income support and find a place to live. I was at the AIDS Memorial and Henry came up to me afterwards in tears and shared that he felt hope for the first time in many years that he could still make a difference in this world.
.....





Zero stigma and discrimination

..... World AIDS Day

World AIDS Day (December 1) continues to be a day for reflection as well as a day to remind the public that while we are not yet at Zero, it is possible to get there!



We joined with Starbucks again in a wonderful partnership to raise awareness of HIV and AIDS right here in Edmonton. There were some new celebrities joining our regulars this year. The celebrities donated their time and voices to help break down stigma while serving Starbucks customers at locations across the city. Customers donated to the cause or just picked up a Red Ribbon to show their support. We love this event!

We also co-hosted the film *Blood Brothers* with the Global Visions Film Festival. This powerful film about a young man who moved to India to work at an orphanage for kids living with HIV left the audience inspired and moved. Thank you to Global Visions Film Festival for bringing in the film for us and for donating a portion of ticket sales.

National Philanthropy Day

National Philanthropy Day is a day to recognize and pay tribute to the great contributions made to our organizations and communities. This year HIV Edmonton was proud to nominate Starbucks Canada (Edmonton Region) for their ongoing and long standing philanthropic spirit towards both HIV Edmonton and the global cause of HIV and AIDS.

When asked what would be meaningful to the company in way of recognition, the answer was “that is not why we do it, recognize us or don’t, we do it because we want to support the agency.” This is true philanthropy and it is what makes our relationship with Starbucks so much more than a sponsor. They are a real partner in getting to Zero.



Scotiabank AIDS Walk for Life

On September 22, we celebrated our 22nd Annual Scotiabank AIDS Walk for Life. With great weather and a great crowd of supporters, Churchill Square was abuzz with activities including social photo booths and the pancake breakfast. Nancy Carlson from Global Edmonton did an amazing job in her second year as emcee of the stage. The highlight was Bryan Finlay performing.

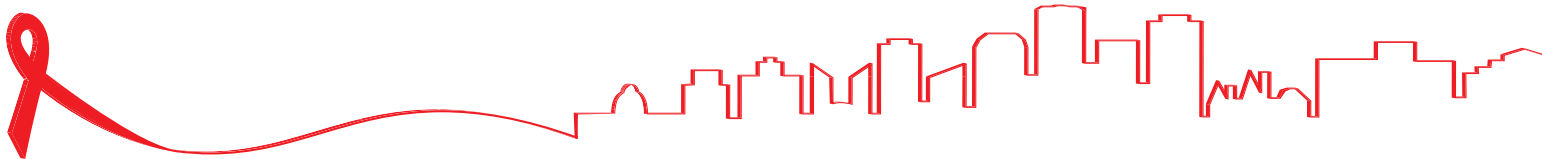
This year we launched our Heroes for Zero theme and Vanity Fair embraced it with a stunning performance of *Holding Out for a Hero*. Marni Gras, looking gorgeous in her crown, joined us as she continues to be such a great supporter.

We again had our Memorial AIDS quilts at the Legislature steps where our wonderful volunteer Ronni Odynski made the experience more special as she played her harp while walkers could take their moments to reflect.

The most powerful moment of the day was when Marlo Cottrell took the stage to tell her story of strength and courage of living with HIV. The square was silent and tears were shed when she pulled off her mask and stated that “she wouldn’t hide behind a mask or be ashamed of living with HIV.” We are grateful for the bravery that Marlo exhibited by sharing her intimate story. Thank you Marlo!

We had an increase in corporate sponsorship both in kind and cash equalling \$37,400 and an incredible \$101,962 in cash pledges making the 2013 Scotiabank AIDS Walk for Life definitely a record setting year! The success of this event, our largest fundraising and awareness event, would not be possible without the commitment and dedication of the incredible Walk for Life Planning Committee. Thank you to Franca Cattoni, Kevin Jesus, Cynthia Lee (SCiP intern), Troy Mitchell and Patricia Rowsell. Almost 70 other volunteers chose to commit their time and talents on the day to ensure it went without a hitch! Thank you for your generous spirit and smiles!





Volunteers



The volunteers at HIV Edmonton are an inspiring bunch. Over the last year they have staffed information booths and testing fairs, given various presentations, and helped orchestrate our most successful walk. Anytime we ask for help, our volunteers are ready and willing to lend a hand, learn a new skill, or share ideas.

The Edmonton Pride Festival was a particular highlight this past year. We debuted our Heroes for Zero during the parade and people were delighted by the veritable army we had walking, not only for HIV Edmonton, but in support of our LGBTQ friends and community partners. We had over thirty volunteers come out to march and many of them stayed at the festival grounds after the parade, handing out materials and engaging with happy festival goers. It was a vibrant and exciting day.



The winner of our Trudie McLaren Volunteer Award for this year is Trish Rowsell. Trish has been a volunteer at HIV Edmonton for five years, contributing in many areas but particularly to the planning of the Scotiabank AIDS Walk for Life. This year is the third year Trish has sat on the planning committee for this event, and every year she brings new energy, ideas, and enthusiasm to our agency's most important fundraiser. We are so grateful for all the time Trish has committed and she is certainly an integral part of our team. Congratulations Trish!

Congratulations also go out to the Northern Alberta Program Prenatal Care Team on their receipt of the Bob Mills Community Leadership Award. This team is comprised of physicians, pharmacists, nurses, social workers, dietitians, nurses, and psychologists dedicated to preventing mother-to-child transmission of HIV. Since their creation in 1999, they have helped bring 251 babies into the world, 249 of whom were born HIV negative. They are also successful in retaining these new moms in care to ensure that the babies, and their subsequent brothers and sisters, do not contract HIV. It's leadership like this that reminds us that, as a community, we can get to Zero.



And finally, we want to thank and acknowledge Ms. Deborah Norris, a nominee for the 2014 YWCA Women of Distinction Awards. As a newly diagnosed HIV positive woman, Deb took up the cause and began advocating for herself and other HIV positive individuals in Alberta. She has committed over twenty years of her life to our cause and, as a note of gratitude for her devotion, HIV Edmonton has nominated her for this award under the advocate category. Deb is moving to Roatán, Honduras to continue her HIV work with a women's organization on the island. Congratulations Deb!

Thank you so much to all our volunteers—you are all Heroes for Zero!

Results

99
volunteers
participated in
2013–2014

3,879
hours were
contributed
by volunteers
supporting our
programs, events
and operations

9
student
placements
contributed 923
hours

Partners in Fund Development

Thank you does not seem sufficient when recognizing the contributions of our many funders, volunteers and donors. We are so thankful for all of you who continue to help us move towards our vision of Zero.

Donors

(\$5,000+)

MAC Cosmetics
Employee Fund

(\$500+)

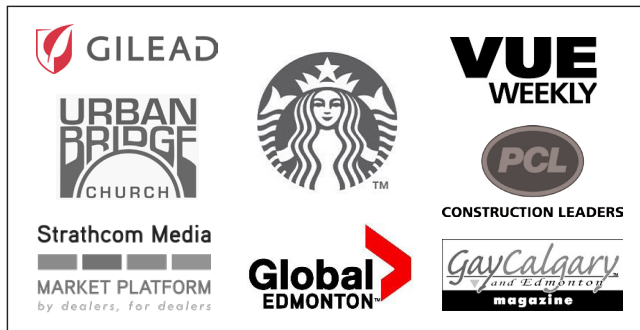
Alberta BC Safety Inc.
Bayer Inc.
Frank Calder
Anne Fanning-Binder
Laurie Hawn
David Keegan
Shannon Kulmatycki
Charmaine
LaFramboise
Brenda Meneghetti
Cory Mercer
Realty Executives
Ginetta Salvalaggio
Urban Bridge
Christian Church of
Edmonton

Funders and Grants

Alberta Community Council on HIV
Alberta Health and Wellness
City of Edmonton
ECALA
Edmonton Community Foundation
Edmonton Pride Festival Society

EPCOR
Hybrid Forge
MAC AIDS Fund
Muttart Foundation
Public Health Agency of Canada
The Stollery Foundation

2013–2014 Major Sponsors



Third Party Sponsors



Supporting Sponsors

Boston Pizza (Jasper and
106th location)
Budget Car Rental
Citadel
Cookies By George
Culligan Water
Edmonton Pride Festival
Empire Theatres
Fairmont Hotel MacDonald
Famoso Pizzeria
HiQ Soft Inc

Jatec
Kamikaze Ink
Lifford Wine and Spirits
Merck
Peterson Walker LLP
Planet Organic
Rapid Fire Theatre
Sheraton
Social Photo Booths
United Communities
WestJet

Results

1,163
donors

\$173,209
raised through
donations,
fundraising
activities and
grants

\$132,821
raised through
Scotiabank AIDS
Walk For Life

This money supported:

- Ross Armstrong Program
- Emergency assistance for clients
- The Red Ribbon Building
- AIDS Awareness Week
- Volunteer recognition



Financials

A full set of the Audited Financial Statements are available upon request.

HIV NETWORK OF EDMONTON SOCIETY

Statement of Financial Position

March 31, 2014

	2014	2013
ASSETS		
CURRENT		
Cash and short-term investments <i>(Note 3)</i>	\$ 292,112	\$ 254,119
Accounts receivable	18,961	8,723
Prepaid expenses	13,616	19,112
	324,689	281,954
PROPERTY AND EQUIPMENT <i>(Note 5)</i>	135,517	169,998
	\$ 460,206	\$ 451,952
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 57,594	\$ 32,622
Deferred contributions <i>(Note 6)</i>	54,832	26,188
	112,426	58,810
DEFERRED CONTRIBUTION RELATED TO PROPERTY AND EQUIPMENT <i>(Note 7)</i>	66,628	64,730
	179,054	123,540
NET ASSETS		
Invested in property and equipment	68,889	105,268
Internally restricted <i>(Note 8)</i>	203,768	199,509
Unrestricted	8,495	23,635
	281,152	328,412
	\$ 460,206	\$ 451,952

Statement of Operations Year Ended March 31, 2014

	2014	2013
REVENUE		
Alberta Community HIV Fund (Note 10)	\$ 713,100	\$ 744,900
Fund development (Note 11)	306,030	247,903
Other (Note 12)	7,405	4,723
Projects (Note 13)	6,667	5,620
	1,033,202	1,003,146
EXPENSES		
Personnel	631,091	644,841
Rent	81,309	71,003
Amortization	70,036	59,763
Fund development	56,126	36,484
Contract services	46,800	44,925
Telephone and utilities	36,525	31,586
Project costs	23,889	25,295
Materials	23,852	31,491
Communications	18,397	18,707
Insurance	17,172	19,965
Ross Armstrong purchases	16,232	18,882
Evaluation	16,148	16,827
Equipment	13,061	15,484
Professional fees	9,997	9,245
Goods and services tax	6,973	6,472
Travel	3,968	6,936
Board meetings and liability insurance	3,432	4,547
Organizational memberships	2,390	2,813
Other administration	1,046	1,358
Interest and bank charges	1,033	1,164
Repairs and maintenance	985	1,809
	1,080,462	1,069,597
REVENUE UNDER EXPENSES	\$ (47,260)	\$ (66,451)

Statement of Changes in Net Assets Year Ended March 31, 2014

	Invested In Property and Equipment	Internally Restricted	Unrestricted	2014	2013
NET ASSETS - BEGINNING OF YEAR	\$ 105,268	\$ 199,509	\$ 23,635	\$ 328,412	\$ 394,863
Revenue (under over expenses)	(37,634)	4,259	(13,885)	(47,260)	(66,451)
Investment in property and equipment	1,255	-	(1,255)	-	-
NET ASSETS - END OF YEAR	\$ 68,889	\$ 203,768	\$ 8,495	\$ 281,152	\$ 328,412

Zero



Zero new HIV infections
Zero stigma and discrimination
Zero AIDS-related deaths



HIV
EDMONTON

HIV Network of Edmonton Society
www.hivedmonton.com