



*Pwa*

PWA Annual Report  
2008-2009

# Growth

# Growth & Sustainability

## Message from the Board President and Executive Director

This past year, PWA experienced significant growth; in relation to our physical space, important programs and services as well as our staff and volunteer capacity. Holding true to the core of our three year strategic plan, we've improved and expanded the practical, direct support services that we provide; we've built stronger partnerships with other organizations to ensure we are a visible point of access for anyone needing our services, and we've established an environment that is an affirming connection place with our new office space.

The move to 200 Gerrard Street East last December was an amazing accomplishment that has allowed for the strengthening of existing programs like the Food Bank, and provided opportunities for partnerships with other organizations like Black CAP, McEwan Housing & Support Services and the Toronto HIV/AIDS Network through shared office space and Trustee support.

Through successful government grant applications and targeted core funding increases, PWA was able to begin the recruitment for and expansion of critical programs and services such as Service Access, Health Promotion, Poz Prevention and Food Programs.

Growth of any kind can be disruptive and stressful. PWA staff worked very hard to ensure a smooth transition to our new location and expansion of our programs and services.

Our reputation within the ASO community is attributed to the commitment of staff and volunteers who are dedicated to providing the best possible level of service for our clients.

PWA's Board of Directors and Management team continued to anticipate change and took steps to ensure the organization remains on solid ground to further flourish. We've considered how important social issues can affect our clients and staff, endorsing position papers on important issues like HIV and Criminalization. We paid close attention to finances, making practical and difficult decisions primarily to ensure the office relocation was funded in such a way as to minimize the financial impact on critical programs and services. We've paid attention to how PWA is maturing as an organization and put in place processes for accountability and to measure growth. These initiatives are designed to ensure the long term sustainability so the organization can continue to make a positive difference in the lives of thousands of men, transmen, transwomen, women and children living with HIV/AIDS.

What we provide is practical and direct support. What we offer is a sense of place. Time and time again we hear from clients that PWA is like family and how coming into our building is like coming home. What more humbling and rewarding work than to be a part of the growth and development of sustainability as we move forward.

# In 2008–2009 PWA served 2,095 individuals



**62,496 unique services were provided:**  
45,534 of which were from food programs  
10,278 were from income support  
5,446 were from health promotion  
998 were from treatment programs  
240 were from the Speakers Bureau

# Friends for Life Bike Rally 2008



For six days, from July 27th – August 1st, records were broken. An event-high 322 Riders and 113 Crew members made the journey from Toronto to Montreal with the 10th Annual Friends For Life Bike Rally. In the process, they raised over \$1.2 million dollars. The event also passed an incredible milestone in passing the \$5 million mark in total funds raised.

The Friends For Life Bike Rally is PWA's largest fundraiser. From a humble beginning of two dozen riders and crew, it has grown into the massive operation we see today. The Bike Rally is more than simply a fundraiser. A nuanced observer would call it a community event – or at the very least a community on wheels. Those who participate call it life changing.

The Bike Rally is somewhat unique in that, compared to events of similar size, it is primarily run by a large group of dedicated and passionate volunteers. This year's Bike Rally came together under the leadership of co-chairs Stefanie McQuaid and Todd Ross, with the incredible work of 14 Steering Committee members and many sub-committee members.

The Bike Rally wouldn't be so successful without the generous support of its sponsors, in particular, presenting sponsor the Scotiabank Group. This year, the event's sponsors include: GlaxoSmithKline in partnership with Shire BioChem, Tibotec a division of Janssen-Ortho Inc., BMS Virology / Bristol-Myers Squibb Canada, Rubbermaid, VIA Rail Canada, Cycle Therapy and Movado, Media partners: Proud FM 103.9, fab magazine, NOW Magazine, GayGuideToronto. Agency partners: MAC AIDS Fund, Tibotec, GlaxoSmithKline in partnership

with Shire Canada, BMS Virology / Bristol-Myers Squibb Canada, Abbott Virology. Team and community sponsors: Pfizer, Chartered Accountants of Ontario, Timothy's, Rubbermaid, VIA Rail Canada, Ryerson University, Merck Frosst, Kraft, Eload and Stonemill Bread.

Wherever the rally's colourful group visited, it made an impact, and media and stakeholders responded in kind. Breakfast Television again visited camp in Port Hope and regional media across Ontario supported the event along the way. AIDS services organizations welcomed riders and crew into Port Hope and Kingston.

The Bike Rally evolves with each new season and 2008 was no different. This year, the Friends For Life Bike Rally was the Honoured Group in the Pride Toronto parade, bringing attention and exposure to the event in a brand new way. Our colourful float surrounded by Riders and Crew in their official jerseys was a sight to see!

2008 continued the tradition of forging stronger bonds with the PWA Board of Directors by speaking at a meeting and inviting the Board to Bike Rally events. Board President Brian Scott rode this year, which will give the board even greater insight into the workings of the Bike Rally. A close relationship between the PWA Board and the Bike Rally is crucial to preserving awareness of the agency in participants, sponsors and donors. Likewise, it helps Board Members, staff and clients alike understand the role the Bike Rally plays in supporting PWA's work.

We are very proud of this year's accomplishments. Year 10 will definitely be one to be remembered!

# Pie in the Sky

## Our Events

Once again, our dedicated pie peddlers were out en masse selling our gourmet apple and pumpkin pies. New for 2008, we sold almost all of our pies online. In total, 798 pies were sold and \$45,523 was raised!

This year, we had a total of 38 baker's from the Greater Toronto Area donating their time and talent. We also were hosted at two LCBO locations for the first time. Apple pies were paired with a wine tasting which greatly increased day-of sales. Pies were also sold and picked up from The Hudson's Bay Centre, First Canadian Place and of course PWA!

Our dedicated team of volunteer drivers braved traffic jams, gridlock and rush hour to stop at multiple locations to pick up the gourmet pies from their bakers to deliver them safely at the distribution sites.

PWA would like to recognize Pie In The Sky 2008 sponsors for their generous donations: St. George's Society, Ernst & Young, Navigator, Whole Foods Market, Boehringer Ingelheim and Faye Clack Communications.

Thank you to all who purchased, drove and peddled pies and to the talented bakers all of whom gave generously of their time.



# C's story

## PWA client & volunteer

I was born 56 years ago at Etobicoke General Hospital. Growing up, I hated school because I was taunted and bullied for being different. I was teased so much the school system sent me to vocational school where I wanted to do hairdressing & makeup but instead I was placed in auto mechanics! At 16, I quit school and began working odd jobs waiting tables, doing telephone sales and cleaning houses.

In my mid 20s and early 30s, I discovered the gay community and began cross-dressing and doing sex work. Then, at age 33, I found out I was HIV positive. I was told to get my life in order.

Feeling hopeless, I came to PWA just to see what programs and support they could offer. I couldn't work. I lost weight and couldn't pay for the drugs. Paul was my worker and helped me to get welfare. Back then, it was the only way to have those expensive drugs paid for.

There were 14 of us who were friends from school days and all of us were HIV+, now I'm the only one left. I have been living with HIV for 23 years and I've lived pretty healthy until last April when I had a massive heart attack and was admitted to St. Mikes to have a quadruple bypass. Once again, I returned to PWA and went on the Food For Life Program. Having meals delivered at home helped me get back on my feet!

In 1998 at 44, I decided to live full time as a female. I was in Atlantic City with mom and went to the mens room. There was a man in the washroom who said I was in the wrong room; that I wasn't a man. That was the turning point. Two weeks later, I dressed as a woman to go to family lunch and asked family to support me. They were wonderful and I've never looked back.

I am working hard to break down the stigma and discrimination around HIV, AIDS, transsexual and transgendered people. Sherbourne Health Centre estimates that they have approximately 500 HIV+ trans people coming for services. At PWA, there are just over 25. With PWA having moved to this great space, it's even more welcoming for people like us. We're finding compassion and empathy and a mix of all cultures. Today I am an active participant and advocate in the gay community and HIV/AIDS movement and a member of PWA's Speakers Bureau. I do 2-3 speaking engagements each month. I have done volunteer work for 12 years at an agency called PASAN, working with people who are HIV positive within the prison system and have been on PASAN's board for six years. I am also a member of Voices of Positive Women.

# More Amazing Statistics

795 individuals accessed the **Food Bank** 5,753 times

**Food for Life** frozen meals were delivered to 260 clients – totaling 39,781 meals

Our **Health Promotion Program** served 1060 people with 5,446 services

## Income Support

### Benefits and Assistance

A total of 1,176 individuals were served by 5,590 services Highlights include: 1949 (36%) services provided regarding government income programs, 1814 (33%) services provided were for individual advocacy; 344 (6%) services provided were for housing; 204 received assistance with housing (18%), 110 (2%) services provided were crisis counselling, 119 (2%) services provided were for private disability/insurance programs and 82 (2%) were for immigration (5%);

### Financial Assistance

A total of 1,162 individuals were provided with 4,688 cheques of which 4,136 (88%) were for medical and treatment related costs; 505 (11%) were for clients applying for long-term disability; 34 (<1%) were for children through the Positive Children's Fund; and 13 (<1%) were for seniors through the Positive Senior's Fund. In 2008-09, PWA distributed \$343,400 in financial assistance;



## Treatment Programs

Treatment Access served 313 with 823 services of which 420 were for compassionate access through pharmaceutical companies (60%), 113 for medicinal marijuana access (16%), 93 for Trillium Drug Program (13%) and 72 for individual advocacy support (11%)

Geographic regions served: 290 GTA (94%) and 23 outside GTA including: Ajax, Brampton, Burlington, Goderich, London, Mississauga, Oakville, Oshawa, Thornhill, Wasaga Beach and York.

Our Treatment Resources Program served 63 (estimated) with 175 services

The **Speakers Bureau** reached 10,161 (estimated) audience members at 240 workshops



# Community Support

**TICOT** (The Imperial Court of Toronto) named PWA to receive proceeds from all its fundraising activities. TICOT is famous for its support of local charities.

Her Most Imperial Sovereign Majesty, The New Look, Maple Leaf Empress, Empress XXI Bitsie Vanderbilt chose the Toronto People With AIDS Foundation, Food For Life meal delivery program, as the recipient of all fundraising activities. Under Bitsie's leadership, the Court raised close to \$54,000 for people living with HIV/AIDS who were unable to shop & cook for themselves.

## **Tightey Whitey Car Wash**

Hot guys and gals clad only in their underwear joined Steve Callow, Mr. Steamworks 2008, for his Tighty Whitey Car Wash in the laneway between Zelda's and Café California. Those undie clad boys and girls washed 130 cars in one afternoon and raised a record \$6,889 to support the programs and services for people living with HIV/AIDS.

## **Home + Style**

The Home + Style Studio Tour was presented by Direct Interiors. It featured great buys on fabulous quality furniture and accessories chosen for this special once-a-year event in support of the Toronto People With AIDS Foundation. It was held at Toronto Fall Home Show on September 18-21, 2008 at Better Living Centre, Exhibition Place.

Once again show visitors from across the GTA and beyond shopped at the sale to raise funds and awareness for the Toronto People with AIDS foundation (PWA). Last year the floor-model sale raised \$11,000 to provide critical programs and services to all people living with HIV/AIDS.

*Direct Interiors* generously donated all new brand-name furniture featuring the latest trends! Knowledgeable on-site staff were available throughout the show to assist with purchases and a few of your favourite Home + Style celebrity faces were on hand to answer personal design questions!

Opening night festivities featured a Silent Auction offering up fabulous designer items. It's an event that made you feel good about getting a great bargain and giving to a very worthy cause.

# Our Supporters

## Friends of PWA\*

TICOT Social Society  
Estate of Bluma Appel  
Estate of Aileen Maria Granger-Sherrett  
Estate of William Duncan Cameron Zeld's Inc.  
Churchill Cellars Ltd.  
Chartered Accountants of Ontario  
Pfizer Canada Inc  
CIBC  
St. George's Society of Toronto  
Rotary Club of Toronto Charitable Foundation  
Whole Foods Market  
GAP Foundation  
Midore Inc.  
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Navigator Ltd  
RBC Foundation  
Merck Frosst Canada Ltd  
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Velotique Ltd.  
Boomer Consulting Corporation  
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Steamworks  
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United Way Ottawa  
The Best Men Staged Reading  
Upper Canada Repertory Co  
Urbansource  
Presidential Gourmet  
Theta Industries  
Wenger's Ltd  
BCH Investments Ltd  
TNS Canadian Facts  
Belview Stucco Design  
Xtral  
Jordan Worth Inc  
Shadiah Holdings Limited  
The Producers Group Ltd.  
WWW Construction Inc.  
The Actor's Symposium  
Mayhew & Associates Inc.  
Cafe California Restaurant & Grill  
RRC Realty

Big Studios Inc.  
Silvertext Limited  
Local 4400 CUPE  
Casting Directors & Assoc Inc  
Southern Accent Restaurant  
Bunbury Films Inc  
Drs. Harris, Russelo & Associates  
GEM Communications Inc  
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S2G Limited  
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Northern Secondary School  
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Extraordinary Conversations Inc  
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Woody's On Church  
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The Oskar Ascher Schmidt Foundation

## Agency Partners

Visionary  
M·A·C AIDS Fund

Leadership  
Scotiabank Group  
Tibotec-Janssen-Ortho Inc.  
GlaxoSmithKline in partnership with Shire

Major Supporters  
Bristol-Myers-Squibb  
Gilead Sciences Canada Inc.  
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Media Partners  
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Quality Custom Painting Renovation & Contracting L  
Riversdale Heating & Cooling Ltd.  
Schroeter Family - WS  
The Mills Team  
Workopolis  
Yield Integrated  
The Counsel Network  
Curves

\*Donors \$200 & up

# Financials

## Statement of Operations for the year ended March 31

|   | 2009             | 2008             |
|---|------------------|------------------|
| <b>Revenue</b>                                      |                  |                  |
| Grants  | 1,224,720        | 967,183          |
| Fundraising and donations - bike rally              | 1,214,627        | 829,282          |
| Fundraising and donations - general                 | 359,836          | 394,268          |
| Landlord contribution for leaseholds                | 75,000           |                  |
| Financial assistance contributions                  | 28,491           | 72,490           |
| Interest  | 22,502           | 24,835           |
| Administrative fees, honoraria and other            | 19,901           | 11,106           |
| <b>Total Revenue</b>                                | <b>2,945,077</b> | <b>2,299,164</b> |
| <b>Expenses</b>                                     |                  |                  |
| <b>Client Services</b>                              |                  |                  |
| Food For Life meal delivery program                 | 248,265          | 247,163          |
| Benefits and assistance income support              | 206,369          | 204,939          |
| Long-term care health promotion                     | 118,297          | 126,783          |
| Volunteer services                                  | 107,551          | 90,833           |
| Education - Speakers Bureau                         | 72,475           | 66,722           |
| Treatment access                                    | 63,071           | 58,007           |
| Food programs                                       | 65,559           | 53,084           |
| Treatment resources                                 | 43,362           | 43,010           |
| General   | 149,302          | 118,620          |
|   | 1,074,251        | 1,009,161        |
| <b>Financial assistance</b>                         |                  |                  |
| Supplementary therapies                             | 113,647          | 110,514          |
| Medical assistance                                  | 88,240           | 79,082           |
| Medical disability                                  | 79,407           | 63,457           |
| Trillium co-payment                                 | 43,706           | 40,689           |
| Family holiday gift certificates                    | 8,800            | 8,240            |
| Positive Children fund                              | 7,000            | 6,400            |
| Positive Seniors fund                               | 2,600            | 2,600            |
|   | 343,400          | 310,982          |
| <b>Total Program expenses</b>                       | <b>1,417,651</b> | <b>1,320,143</b> |
| <b>General</b>                                      |                  |                  |
| Fundraising - bike rally                            | 462,859          | 378,503          |
| Administration                                      | 213,054          | 183,262          |
| Fundraising and development                         | 154,077          | 177,516          |
| Communications                                      | 90,437           | 88,438           |
| Committee for Accessible AIDS Treatments            | 104,200          | 101,500          |
| Toronto HIV/AIDS Network (formerly TCPI)            | 95,847           | 50,000           |
| POZ Prevention                                      | 55,160           | 15,000           |
| Criminalization & HIV Disclosure                    | 2,291            | 4,519            |
| Administration - office relocation                  | 68,176           |                  |
|   | 1,246,101        | 998,738          |
| <b>Total expenses</b>                               | <b>2,663,752</b> | <b>2,318,881</b> |
| <b>Excess (deficiency) of revenue over expenses</b> | <b>281,325</b>   | <b>(19,717)</b>  |

# making a positive difference.

## Our board

### **President**

Brian Scott

### **Vice President**

Helen Daley

### **Treasurer**

Annie Thomas

### **Secretary**

Deborah Randall-Wood

### **Members at Large**

Andrew Baldwin

Aubrey Sherman

Cory Garlough

Ken King

Mina Hunt

Scott Morrison

## Our mission

PWA 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.



*Pwa*

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