



# Toronto People With AIDS Foundation

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E-news - For Supporters and Friends

MAY 2012

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## WE NEED RMTs (Registered Massage Therapists)!

The 2012 Friends For Life Bike Rally needs RMTs to join the Wellness Crew team! Why not take a week from your routine this summer to travel with a fun group of 400 participants on their fundraising and cycling journey!?

Please contact Mila, if you are interested in learning more, or if you would like to join the Wellness Crew team as a RMT!  
416-506-1400 ext. 256,  
[communicate@pwatoronto.org](mailto:communicate@pwatoronto.org)

Dear Friends, Supporters and Community Partners,

**So what does PWA's new strategic plan mean to you, PWA's clients and volunteers?** Well, starting in January and lasting until October of 2011, PWA embarked on a process of developing a new strategic plan to cover the period of five years, from 2012 to 2016.

Throughout the strategic planning discussions, the Toronto People With AIDS Foundation reflected on the question **"What is PWA being called to become?"** Specifically, we focused our discussions on two key themes, health promotion and engagement. We focused on these themes because of the enormous impact they have for people living with HIV/AIDS (PHAs) and because we recognized our growing leadership in these areas.

**Everything we do is health promotion and we wanted to push this further by more intentionally serving the whole person, including the physical, mental, spiritual and emotional, in our services.**

While PWA began the strategic planning process with the intention of further exploring engagement and health promotion, the emphasis on dreaming as a focus was something that we hadn't specifically anticipated but arose again and again in discussions. **In our conversations, we heard that for many PHAs, their dreams and goals die with their HIV diagnosis.** The process of moving forward from diagnosis often requires a rebuilding of all aspects of one's life - health, mind, body, spirit, personal relationships, employment, housing, and aspirations. The process of rebuilding most often focuses on concrete, practical goals, but what can be overlooked, whether out of fear or despair, are dreams.

We purposely chose to put dreams in our mission statement, vision and strategic plan because we believe that not only should people living with HIV/AIDS be given the opportunity to reflect on their dreams post-HIV diagnosis, but for those connected to PWA, the organization itself plays a role in inspiring people - both those infected and affected by HIV/AIDS - to dream. We wanted to make dreaming an intentional and formal element of our work.

**We recognize that words like dreaming and dreams seem odd at first;** they may seem too unprofessional, insubstantial and even ridiculous. But that is the very mindset we want to challenge.

What can be more fundamental to one's life than a dream, goal or purpose?

By putting dreams in our mission statement, we hope to inspire people living with and affected by HIV/AIDS

**DADDY'S DAY**  
**Black Eagle**  
**Toronto (457 Church**  
**St)**

Mr. Spearhead  
Ambassador 2012  
presents Daddy's Day on  
Sunday June 17th from  
4pm-8pm.

Prize Raffle to support  
PWA's Food Programs.

Thanks to Dwayne Bryk  
for his continuing  
community support and  
awareness of PWA!

**Tighty Whitey Car**  
**Wash - July 15th**

**LOOK OUT**, for  
location information on  
this year's Tighty  
Whitey Car Wash on  
PWA's facebook page.  
Tighty Whitey is a  
community fundraiser  
for PWA, organized by  
the kind folks at  
Steamworks!

**We need male and**  
**female folks** of all  
shapes and sizes to  
help wash cars (in their  
Tighty Whiteys). Come  
out and help us wash  
some cars in support of  
PWA, email  
donate@pwatoronto.org  
with your interest and  
we will give you all the  
details on where to be.

to dream again. We want to provide opportunities and  
the support necessary to fulfill their potential. We feel  
that is a worthy endeavor - We Dare to Dream.

The strategic planning process and its resulting new  
mission, vision, directions and enablers, have all been  
incredibly meaningful and inspiring to us at PWA. We  
see ourselves and our work in an incredibly new light -  
one that recognizes the transformative power of both  
our work, from our programs and services to the  
Friends For Life Bike Rally, and our community,  
including all the many individuals who made a positive  
**difference in our collective journey as PWA.**

**We at PWA, we dare to dream**, and we invite people  
living with and affected by HIV/AIDS, our fellow AIDS  
Service Organizations and other community partners  
**to dream with us.**

If you are interested in PWA's full strategic plan, please  
**click the following link:** [PWA's Strategic Plan](#)

**TORONTO PRIDE - June 22nd - July 1st**

**PWA is very excited for Pride, as we always are, to show our  
commitment to the LGBT community and join in the celebration  
of summer in Toronto and educating the community about  
PWA's work for people living with HIV/AIDS. BUT we are  
PARTICULARLY EXCITED this year because this year we are  
acknowledging our 25 years of serving the community.**

**PWA will be participating in the July 1st Pride parade and will  
have a community booth for the Saturday/Sunday, June 30th and  
July 1st. Please consider this your formal invitation to join us for  
the parade in PWA's contingent! Your walk down the parade  
route will be accompanied by party music and you will be joined  
by PWA staff and board members.**

**Please contact Tom if you would like more information on  
participating in PWA's parade entry (we would love to have you  
along)!!! develop1@pwatoronto.org or 416-506-1400 ext. 255**

**Adventure of a LIFETIME - Raffle Tickets**

For a chance to win one of two trips for two from OUT Adventures and  
Intrepid Travel and support PWA through the Friends For Life Bike Rally,  
purchase your TRIP OF A LIFETIME raffle ticket today. Imagine yourself in  
far flung

**Morocco, remote Italy or high up in Nepal!**

Purchase your ticket before they sell out, call Mila at 416-506-1400 ext.  
256 or [communicate@pwatoronto.org](mailto:communicate@pwatoronto.org).

Tickets are \$20 each. Fine print - Tickets can be sold to individuals 18  
years of age or older who reside in Ontario.

If you know a Rider or Crew participant in this year's 2012 Bike Rally, ask  
them to collect raffle tickets from PWA, and your raffle ticket purchase  
will go towards THEIR personal fundraising!

**PLEASE NOTE:**

Raffle tickets are not subject to tax receipts. Trips are valued at a  
maximum of \$5,000 CAD each.

**An Evening of Women's Stories Series and**  
**Stories of HIV+ Men**

If I told you I was HIV positive - would you listen to my story?

Storytelling is a part of life, intrinsic in most cultures. They help  
people make sense of the world--life's experiences, dilemmas  
and hardships. Stories can educate, inspire and can provide the  
opportunity to gain a deeper understanding of one's

experiences and oneself.

The Toronto People with AIDS Foundation is excited to present a unique, enlightening and intimate speaker series that highlights the diverse stories of women living with HIV/AIDS in Toronto.

**The following dates are women only events.** All evenings start at 5:30pm at PWA.

- *May 17, 2012*
- *June 21, 2012*

And an intimate speaker series that highlights the diverse stories of men living with HIV/AIDS in Toronto. **The following dates are men only events.** All evenings start at 5:30pm at PWA. Please note May 16th stories will be told in Spanish\*\*\*.

- *June 20, 2012*

Space is limited. To register for either the women's speakers series or mens, please call Ed Argo at 416-506-1400, ext. 207 or email [eargo@pwatoronto.org](mailto:eargo@pwatoronto.org).

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### Announcing the Good Food Box - Arrived April 25<sup>th</sup>

PWA's Essentials Market is pleased to announce the introduction of the Good Food Box from Food Share, a non-profit agency working to improve access to affordable and healthy food from field to table.

#### What is the Good Food Box?

The Good Food Box is a fee for service from Food Share. Food Share "buy[s] top quality fresh fruit and vegetables directly from farmers and from the Ontario Food Terminal, and volunteers pack it into green reusable boxes at [their] Field to Table warehouse. Volunteer co-ordinators [or agencies like PWA] collect money for the boxes in advance of delivery, then make sure that everyone gets their box after it arrives. [Food Share] delivers to daycares, apartment buildings, churches-anywhere there are 8-10 people who want to buy a box" (<http://www.foodshare.net/goodfoodbox01.htm>).

#### Why is PWA Offering the Good Food Box?

PWA decided to introduce the Good Food Box to help fulfill two of our strategic directions - to be a creative connector and health and wellbeing champion for people living with HIV/AIDS (PHAs). Offering the Good Food Box at PWA will connect PHAs to healthier, more affordable food which in turn will create more opportunities to improve health and wellbeing. To increase accessibility, PWA will be providing a \$5 subsidy towards the cost of the Good Food Box for PWA clients (subject to budget availability).

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## ABOUT PWA

**Mission** - We engage people living with HIV/AIDS in enhancing their health and well-being through practical and therapeutic support services and broader social change, and we inspire them to live into their dreams and discoveries.

**Vision** - We live in affirming, sustaining communities where we find inspiration and support for our dreams, health, well-being and meaningful contributions.

These are based on our foundation philosophy, which resonates more than ever and remains unchanged:

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

Thank you for your support and interest in Toronto People With AIDS Foundation's work.

Kristen Lawrie  
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416-506-1400 ext. 239

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