



# PWA NEWSLETTER

*Making a positive difference.*

*Pwa*

## 2011 REVIEW

Thanks to your support, PWA has had a phenomenal 2011! It is important that we continually review and make adjustments to service and program delivery to improve the client experience at PWA. Please look for those in the Programs section on page 4. Please accept PWA's wishes for a very happy, safe holiday season for you and yours. Thank you for making the lives of people living with HIV/AIDS in Toronto a little brighter by supporting the confidential and welcoming services and programs provided at PWA. +



< *Essentials Market  
volunteers  
working hard*

# VOLUNTEER STORY

## ESSENTIALS MARKET VOLUNTEER GOING INTO HIS 14TH YEAR OF SERVICE

Dan has been an Essentials Market volunteer for much longer than the Essentials Market has been the Essentials Market. Dan has been volunteering with the Food Bank for 13 years. 'You Give, You Get' he says. In 1998, Dan was on his death bed (or so he was told) with full blown AIDS, he weighed in at 90 pounds and his CD4 count was at 20. He understands that an individual with a healthy immune system has a CD4 count of 700 to 1000, the higher the number the stronger your immune system. Your immune system contains different types of cells that help protect the body from infection. HIV attacks cells of the immune system and uses them to make more copies of HIV. And in doing so, HIV weakens the immune system, making it unable to protect the body from illness and infection.

Dan takes his volunteering very seriously. Even though he lives a long way outside of the down-

town core, he doesn't let the weather keep him from volunteering each week at the Essentials Market.

Before Dan moved to Canada from the Caribbean, he spent 15 years as a grocery store manager, so you could say, Dan feels at home in the Essentials Market. Outside of PWA, the only individuals who know Dan's HIV status are his immediate family. He says 'If I didn't think my HIV status would affect my family in the community I would speak publicly about my experiences living with HIV.'

Since starting at the Essentials Market when his health wasn't well, at one day at week, he now volunteers twice a week and manages the Family Hampers for clients. Dan feels comfortable creating them because he's a family man himself and knows what families need. Family Hampers are in addition to the regular grocery items each client receives during their visit. They can contain: tuna, juices, cookies, crackers, dry pasta, peanut butter, flour oil, baking goods, candy or chocolate and a staples bag (dried beans, rice, lentils and powdered milk).

*"I like helping people"*

The Essentials Market gives Dan the anonymity around his status he wants but still allows him to serve the community. He feels a real duty to make sure he is present to help other people living with HIV/AIDS. Although he has earned a number of PWA volunteer awards (over his 13 years), he keeps them hidden safely at home out of sight. Dan says it's hard to live with HIV. His medications cost \$3,100 a month and his medications are not fully covered by Trillium Insurance. And he says that he's fought off depression with positive thinking. Dan finds power through his spirituality and from his family and grandchildren.

**PWA is honoured to share the stories of our volunteers and clients from time to time in order to share the impact that each donation makes to helping people living with HIV/AIDS in Toronto. Your support help individuals, like Dan, to access vital services in a safe and confidential environment and in the case of Dan, a HIV positive friendly space to volunteer and give back (which further adds to his well-being). +**



< Tibotec employees volunteering in the Essentials Market



# SIGNATURE EVENTS

## FRIENDS FOR LIFE BIKE RALLY

The Friends For Life Bike Rally, raised over 1.2 million for PWA this summer, making it the most successful fundraiser for PWA ever. Thanks to all the Riders, Crew, Sponsors and supporters who gave generously to their friends and families who made the trip to Montreal. Registration for 2012 is OPEN! Visit [www.bikerally.org](http://www.bikerally.org) online for more information. +

### 2011 SPONSORS:

**Presenting** — Scotiabank Group

**Major** — Bristol-Myers Squibb Canada Co., OUT Adventures, Rubbermaid, VIA Rail Canada, ViV Healthcare – Shire, WIND

**Team Sponsors** — Nature Valley, Sheraton Centre Toronto Hotel, Timothy's World Coffee (500 Church Street)

**Community Supporters** — Cycle Solutions, Emergen-C, Henderson House, KiKi maple sweet water, Liberte, Mini Downtown, Muscle Masala, Print City, Raymond Helkio Advertising and Design, Stonemill Bakehouse



*Riders enjoying a break on the beach on their way to Montreal >*

*“raised over 1.2 million”*

## PIE IN THE SKY

PWA is proud to have had another successful Pie in the Sky Thanksgiving fundraising event thanks to its sponsors and pie purchasers. Many thanks to our Presenting Sponsor, Whole Foods Market (87 Avenue Road), Pie Sponsor, Daniel et Daniel (248 Carleton Street) and our Community Sponsor, The Village Pharmacy (473 Church

Street) and Raymond Helkio Advertising | Design. Pie in the Sky remains a Thanksgiving fundraiser in support of PWA's Food Programs, Essentials Market and Food For Life (meal delivery service). For all those that purchased pies at Whole Foods Market and Daniel et Daniel we hope they helped make your Thanksgiving meal a little yummiier. +



# PWA PROGRAMS

## HEALTH PROMOTION

PWA has been working hard to engage students studying massage to offer clients complimentary therapies this year. The Humber massage program joined PWA to offer a Friday afternoon clinic this fall. This new partnership is one of four such partnerships that PWA has engaged in. PWA has been proud to offer our clients three student massage clinics and one student acupuncture clinic on a weekly basis. These clinics are in addition to services provided at PWA on a regular basis by certified massage, acupuncture and reiki practitioners in the community. We are ever grateful for the continued support of the therapeutic community. +

## SERVICE ACCESS

Emerging from the strategic planning process and the Service Access Volunteers, PWA has introduced a new Intake Follow up Process. Initial needs and priorities may change and a first appointment can be a bit overwhelming. This new step provides further opportunity to fully engage with an individual living with HIV/AIDS and improved PWA's ability to support the health and well-being of the whole person. +

## ESSENTIALS MARKET

The Essentials Market is PWA's food bank, exclusively serving people living with HIV/AIDS in Toronto. On December 1st, PWA's Essentials Market's hours are changing. Why? PWA received some convincing feedback from clients that they would prefer for the Essentials Market to be open on the same times on Wednesday and Thursdays weekly. Clients currently have the opportunity to visit PWA's Essentials Market twice a month on Wednesdays from 2-7pm and Thursdays from 12- 4pm (closed between 1:30 - 2pm). Effective December 1st clients have access to the Essentials Market on both Wednesdays and Thursdays between 2-7pm. Our staff and dedicated Essentials Market volunteers look forward to serving clients during these times in the coming months. +

*"We are ever grateful for the continued support"*

## CORPORATE & FOUNDATION SUPPORTERS

March 1, 2011 - November 14, 2011

### \$10,000+

J+J Shared Services  
Jeffrey Stolberg Design Inc.  
Sue Cox Community Action Fund  
TICOT Social Society

### \$5,000+

Corporate Specialty Services  
Crews & Tangos Restaurant & Bar  
Spearhead LDSC (Toronto) Inc.  
Sunnybrook Health Sciences Centre  
United Way of Greater Toronto

### \$1,000+

J.P. Bickell Foundation  
Mackenzie Financial Charitable Foundation  
Proud FM - Dufferin Communications Inc  
The Estate of Gordon Marray Lloyd Hunter

The Estate of Syed Shahid Kamal  
United Way Ottawa

### \$500+

1325084 Ontario Inc.  
Jackson & Associates Inc.  
Nathan and Lily Silver Family Foundation  
TD Bank Financial Group

### \$200+

BMO Charitable Foundation  
Fresh, Inc.  
Pet Valu Canada Inc.  
Spearhead LDSC c/o Beer Bust  
The Black Eagle  
Tyco Electronics Canada Limited  
Village Pool League

# COMMUNITY EVENTS

## WORLD AIDS DAY

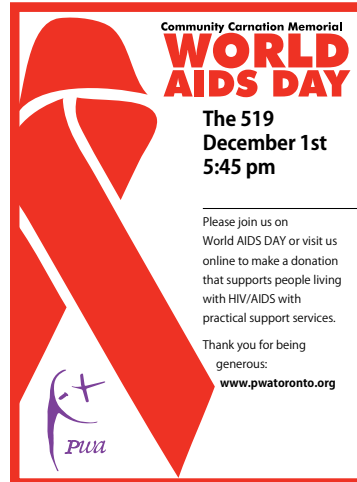
PWA continues to honour its history by co-leading the annual Community Carnation Memorial at Cawthra Park behind The 519 on December 1st in acknowledgement of World AIDS Day.

In 2007, the Toronto People With AIDS Foundation (PWA), as part of its 20th anniversary commemorations, rediscovered the history of the PWA Black Rose.

In the early days of PWA, staff sent floral arrangements to the funerals of clients who died. As more and more people continued to die, including staff and volun-

teers, PWA could no longer afford to send arrangements and instead sent one black rose with a card saying "We understand".

This powerful symbol and message inspired the staff and Board of PWA to build



on this history and create a new tradition for World AIDS Day.

In 2008, the AIDS Vigil Committee approached PWA to ask about partnering together to make this a larger community event thus beginning the current annual Community Carnation Memorial where community members share personal stories to reconfirm the powerful message "We understand". If you are interested in making a donation to PWA in honour of World AIDS Day, please visit [www.pwatoronto.org](http://www.pwatoronto.org). +

## FRIENDS OF THE FOUNDATION AWARDS

PWA was pleased to honour the following at the 2010/2011 Annual General Meeting:

### Outstanding Community Support:

Institute of Traditional Medicine and Mr. Spearhead 2011 (Dwayne Bryk)

### Outstanding Volunteer Support:

Raymond Helkio, David Smith

### Outstanding Corporate Support:

Daniel et Daniel, MARS Canada

## BAD HABITS

Thanks to everyone who attended the fabulous world premiere screening of Bad Habits: The Return of the Sisters of Perpetual Indulgence on October 15th in support of PWA! If you are interested in purchasing a copy of the Bad Habits documentary, visit PWA's facebook page for the link.

Special thank yous to: Kevin O'Keefe, ichannel, the Royal Theatre, Martha Fusca, Rosemary Fusca, David Vowell, David Todd, Sister Ethica Slut, Sister Merry Peter, Sister Merry Q Contrary and Geoff Pickering. +

## OAN AWARD – MURRAY JOSE AND CHRISTINE DECELLES

At the Ontario AIDS Network Honour Roll Banquet & Award Ceremony on Saturday, November 12, 2011, Murray Jose, PWA's Executive Director and Christine Decelles, a PWA Speaker Bureau Speaker and PASAN volunteer were presented with the Persons with HIV/AIDS Leadership Award. Congratulations to Murray and Christine! +

**The Person with HIV/AIDS Leadership Award** honours a person with HIV/AIDS who openly demonstrates resilience; providing inspiration and leadership advocating for all people with HIV/AIDS. Recipients of the award display leadership in the face of challenge inspire community action and reinforce the principles of community values, while aspiring to reduce stigma and discrimination.

< Christine and another volunteer at Pride



# ARE YOU ON FACEBOOK?

**PWA is!** Find us and like our page to see photos from community events, special deals from our partners and consistent updates on your home page.



*Pwa*

# LOVE BOWL

PWA's Valentine's fundraising bowling event, join us on Saturday February 4th at a NEW LOCATION, Bowlerama West (5429 Dundas Street West).

For more information and to register in the new year, visit [www.lovebowl.org](http://www.lovebowl.org) or call Katherine at 416-506-1400 ext. 238.



# PWA MISSION STATEMENT

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.

# AGENCY PARTNERS

## VISIONARY:



## LEADERS:



## MAJOR:



Bristol-Myers Squibb Canada Co.  
La Société Bristol-Myers Squibb Canada



## MEDIA:



# PRIVACY STATEMENT

At PWA we do not sell, trade or otherwise share our mailing list. We hope that you enjoy this newsletter and find it informative. However, if at any time you wish to be removed from this or any other mailing, simply contact us by phone at 416-506-1400 ext. 119 or by email at [donate@pwatoronto.org](mailto:donate@pwatoronto.org). Please allow 2 weeks to update our records accordingly.

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