

TORONTO PEOPLE  
WITH AIDS FOUNDATION



*Pwa*

**Annual Report  
2009-2010**

*making a positive difference*  
*making a positive difference*  
*making a positive difference*  
*making a positive difference*

# Message from the Executive Director, Murray Jose



Sometimes, in order to increase awareness or raise money that is truly needed, media and agencies resort to focusing on the most critically in need and desperate. What I believe is that people would find it equally compelling to hear about and witness, stories of dignity, engagement and overall well-being – including our sexual health.

How much more compelling is it for us to learn about the whole person and how they are engaged within the very agency that they are getting support from? I find it very moving at this point to look back over the 2009/2010 year and think about the focus on well-being and sexual health and the resulting powerful impacts our clients have to share.

We can learn not only about a client's struggle with financial security due to episodic health issues but as well about their commitment and contribution as a volunteer at PWA. One Peer Educator explained, "... and one guy during outreach came up and asked 'you're really poz?' and he was just so amazed that I could be out talking about it. We're empowering them with our 'outness' and our disclosures and we're giving them tools to do that for themselves."

For many years, the only information available for people living with HIV/AIDS (PHAs) was treatment information specific to HIV/AIDS. For many of us living with HIV/AIDS, this was never enough and only a fraction of the whole

person and the full health information that we required in order to be well. In

speaking about how important sexual health information and programming is, one client indicated, *"I'm actually stunned and happier than I've ever been from a program that PWA has ever offered, or any ASO. I'm really happy that's what I'm trying to get across. It's about time! This is what I call Good Health!"*

As we focus on responding to each client's unique journey and their overall needs, we learn about that person's capacity and strength. Including sexual health in these discussions and focusing on strengths has been intentional and ends up being a gift to those of us at PWA. Staff or volunteer, we constantly hear powerful stories of resilience and strength that teach and inspire us. One client summarized it well for himself, *"... the point is also to be healthy. Aside from the diagnosis there's our pride (in who we are) and state-of-mind side of it."*

Sincerely,

A handwritten signature in black ink, appearing to read "Murray Jose".

**Murray Jose**  
**Executive Director**

*“I don’t just feel welcome,  
I feel like I belong!”* —PWA Client



This film is available for purchase at PWA or by emailing [bikerally@pwatoronto.org](mailto:bikerally@pwatoronto.org)

## Friends for Life Bike Rally

The Toronto People With AIDS Foundation’s Friends For Life Bike Rally in its 11th year was proud to support a new awareness and fundraising tool. ***A reason to ride***, a film by **Lucinda Wallace** was released at the 2009 Inside Out Film Festival at the ROM. Six Days. Six Hundred Kilometers. One Cause. A powerful week that changes your life and the lives of people living with HIV/AIDS.

### **A big thank you to our generous sponsors:**

Presented by: **Scotiabank Group**

Major Sponsors: **BMS Virology, Rubbermaid Canada, Shell Canada, Tibotec, VIA Rail Canada**

Team Sponsors: **Hardys, Nestle Canada, Penske, Pfizer, Telus, Timothy’s World Coffee**

# 7,000 visits to the Essentials Market (19% increase over previous year)



# Food Programs

**P**WA's Food Programs underwent a lot of important changes in 2009-2010. The Food Bank took on a new philosophy and, appropriately, a new name. The new **Essentials Market** implemented a new shopping model, a friendlier registration process and an affirming connection point of access for people living with HIV/AIDS. This new model is encouraging to clients who may have previously required PWA's Food Bank but, for reasons that may include stigma and disliking the feeling of a handout, avoided the experience. The improvements have made the Essentials Market an empowering, pleasant place to seek nutritious foods. The additional food choices and dedicated volunteers, who have added white bibs and name tags to their attire, ensure that clients receive a service they need in an environment that is welcoming. This change has received positive comments from clients and many new clients because, amongst other reasons, it has removed the stigma of visiting a food bank.

Clients visiting our **Essentials Market** now register for their visit in our **Activity Centre** and have the opportunity to select coupons from the **Coupon Exchange** or receive recipes and taste tests for healthy meal options. PWA has partnered with the **Sherbourne Health Centre**

(SHC) in a program to assist clients in preparing healthy meals using the foods found in our own Essentials Market. Every second Wednesday, the team from SHC are in PWA's Activity Centre (Essentials Market registration room) with some tasty samples for clients to try and some great menus to take home.

**Food For Life**, PWA's meal delivery program, has reestablished itself as a short-term emergency weekly program for clients in crisis. This reaffirmation of its intended purpose has ensured that newly registered clients in urgent need received this service. PWA took ownership of its new agency vehicle helping to serve our clients in need of our Food For Life meal delivery program. Special thanks to its generous donors: **Sue Cox Community Action Fund, Rotary Club of Toronto, The J.P. Bickell Foundation, Alterna Savings, Corporate Specialty Services** and **TICOT**.

Clients have access to the Essentials Market twice a month (open on Wednesdays and Thursdays weekly) and our Food For Life program.

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*“PWA has been integral in changing my life—I will be eternally grateful. I tell you this because I greatly appreciate these kinds of programs at PWA and am very glad that there continues to be an ever-stronger approach to living well and healing, etc.—PWA Client*

# Income Support Benefit & Assistance

With 408 new clients registered with PWA in 2009-2010, 963 clients were served by the Case Managers of the Benefits and Assistances Department. They provided services including assisting clients with access to government income support (Employment Insurance, Ontario Works, Ontario Disability Support Program, Canadian Pension Plan and Old Age Security).

As well, Case Managers assisted clients with access to housing, Canadian Immigration and crisis counseling.

986 clients accessed our Financial Assistance Program that supports uninsured medical, treatment costs and supports seniors and children.

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*PWA in recent months had supplied me with massage therapy, a naturopath, and acupuncture. As a result of the acupuncture therapist's recommendation that I get hip x-rays relating to some discomfort issues I had, I was diagnosed with osteoporosis. I am being treated for this as of now by my personal physician, with the possibility of hip replacement surgery in the future. Without the service providers PWA had hooked me up with, this may have gone undiagnosed for years with worse consequences. —PWA Client*

## Treatment Access

Our Treatment Access Coordinator worked closely with clients, doctors, pharmaceutical companies, immigration lawyers and other ASO's to help clients gain temporary access to HIV medications. At its inception the program served only refugee clients who lived in the Toronto area, however, the program in 2009-2010 has successfully expanded to provide medication access throughout the province of Ontario. This program is the only one at PWA where individuals living with HIV/AIDS accessing the program do not have to be clients. The Medication Access Program has also served as a model for other Provinces in Canada.

While the Treatment Access Program primarily assists clients in gaining access to HIV medications, the program also assisted clients in applying to the Trillium Drug Program, provided access to Harm Reduction supplies and information and referrals for Medical Marijuana.

## Treatment Resources

In 2009/2010, a new Treatment Resources Coordinator was hired and brought the Treatment Resources program up to date, completing 5 treatment workshops and 6 treatment bulletins between October 2009 and March 2010. One-to-one consultations also resumed and the treatment resources program is now running at full functionality after a 10 month hiatus. The treatment bulletins were re-designed, bringing a new, modern look, and received very positive feedback. The 2009/2010 fiscal year also saw the building of many strong partnerships with other agencies such as Fife House and CATIE, with treatment resources participating in and facilitating treatment related workshops for, and with, these organizations.

**Tighty Whitey  
CAR WASH**

**SUNDAY JULY 19th, 2009, 12 noon to 4:00pm**  
**In the alley between Cafe California and Zelda's.**  
 Hot Men and Women in their wet undies and lots of activities  
 A fundraiser for the Toronto People With AIDS Foundation.

**TICOT**

**The Imperial  
Court of Toronto**

PWA would like to thank the  
 Imperial Court of Toronto  
 for it's generous support.  
 You're making a **positive difference!**

[pwatoronto.org](http://pwatoronto.org)



OCTOBER 1-4, 2009

**exclusive  
access  
SALE**

**home+  
style** STUDIO TOUR  
AND SALE

*Walk away with great bargs for your home! In support of Toronto People With AIDS Foundation*



## Community Support

The Toronto People With AIDS Foundation is thankful for all the wonderful support we received in 2009-2010 from the community. A special thanks to our close friends at **TICOT** (for choosing us as charity of choice in 2009), **Spearhead** (2009 holiday toy drive), **Mr. Steamworks 2009** (Tighty Whitey Car Wash), **Jeffrey Stolberg** (Home + Style 2009) and **Metropolitan Community Church of Toronto** (5th Sunday Food For Friends collections). Your efforts and fundraising in support of PWA's work is deeply appreciated.

# IN 2009 – 2010 PWA SERVED

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**103,246** services to **10,363** individuals which includes **41,659** significant and unique practical services to **2,334** people living with HIV/AIDS

**61,460** referral, information and outreach services to **2,887** individuals

**408** new clients registered with PWA

**986** clients accessed financial assistance

**363** people accessed HIV medications

**9,974** Health Promotion Services provided

**723** Treatment Access services





**7,888** people heard PWA's Speakers Bureau volunteers tell their stories of living with HIV during **210** presentations

**6,137** meals provided through Food For Life



Food Program Volunteers (left to right): Rod Stacey, John Henderson & Sean Dicen

## Our Volunteers

As is the fashion, at PWA our volunteers are at the forefront of our programming and service delivery. PWA wishes to thank and express its deepest gratitude to our dedicated volunteers who donate their time in almost all areas of our programming. In particular, our welcoming reception, food programs and Friends For Life Bike Rally volunteers who without which our office reception desk, Essentials Market , Food For Life and signature fundraising event would not be possible.

PWA depends on more than **200** volunteers (not including Bike Rally) to assist with agency operations.

**43,500** volunteer hours supporting program & service delivery

# Our Supporters

## Agency Partners

### Visionary

M-A-C AIDS Fund

### Leadership

Scotiabank Group

### Major Supporters

Bristol-Myers-Squibb

Gilead Sciences Canada Inc.

Timothy's World Coffee on Church

Abbott Laboratories Limited

Tibotec, a division of Janssen-Ortho Inc.

### Media Partners

Now magazine

fab magazine

GayGuideToronto

103.9 Proud FM

## Friends of PWA\*

The Estate of Gordon Marray Lloyd Hunter  
TICOT Social Society  
The Estate of David Palmer  
The Estate of John Schofield Manuel  
Sue Cox Community Action Fund  
Jeffrey Stolberg Design Inc.  
United Way of Greater Toronto  
Spearhead LDSC (Toronto) Inc.  
Pfizer Canada Inc  
Shell Canada Products  
LOFT Community Services  
Whole Foods Market  
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AIDS Committee of Toronto  
Midore Inc.  
Curves Toronto  
William S. Croson & Associates Ltd  
Alterna Savings  
Canadian Gay Open  
George Lunan Foundation  
SDI Interior Design & Project Coordination  
and Logistix  
Steve Roseland's Home For The Holidays  
Mazon Canada  
Velotique Ltd.  
Toronto Historical Bowling Society  
Fair Trade Jewellery Co  
United Way Ottawa  
BMO Charitable Foundation  
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D&T Davis Charitable Foundation  
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Packall Packaging Inc  
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GES Canada  
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Golder Associates Ltd.  
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1768394 Ontario Inc - The Roy  
Apetito Canada Ltd  
R.N. Tooling Corporation  
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Bell Canada Employee Volunteer Program  
Canada Catering Co. Ltd.  
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Chaitons LLP  
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eBay Canada  
Funnel Communications  
Fusion Strategic Inc.  
Globestar Systems  
Hunt's Healthcare Inc  
ING Direct  
Kitchener Area Reproductive  
Medicine Associates  
Nathan and Lily Silver Family Foundation  
Protagon Display Inc  
Purepharm Inc  
Raleigh Canada Ltd.  
Shadia Holdings Ltd  
TD Bank Financial Group  
The Point Tent & Trailer Resort  
Toronto Image Works  
Viventia Biotechnologies Inc  
Zoocasa  
2070755 Ontario Inc.  
Rogers Communications Inc.  
Chestnut Park Real Estate Ltd  
CUPE Local 4400  
Kramer Design Associates  
Lesbian and Gay Community  
Play on Church  
Pressnet Inc  
Subodh Verma Consulting Inc  
Matrix Search Group  
Sunnybrook Health Sciences Centre  
6803768 Canada Inc.  
Adonis Spa Inc. - Winnipeg  
Burman & Fellows Group  
Catholic Teachers Association  
Custom Excise Union Toronto District  
Gio's Club and Bar  
Home Life/Realty One Ltd  
II BY IV Design Associates Inc  
Manulife Financial  
Patty King International  
Royal Lepage RCR Realty  
Silvertex Limited  
Solid Bond Paper Products Inc.  
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The Bata Shoe Museum  
The Food Dudes Corp.  
Victoria Park Collegiate Institute  
G. Ryan Design employees  
Metropolitan Community Church of Toronto  
TFO Employees  
149406 Canada Inc  
766707 Ontario Inc.  
Allan and Susan Fenwick Charitable  
Foundation  
Balmoral Chemists Inc, Pharmasave 722  
Buttle and Tavano Professional Corp.  
Can-ar Coach  
Castleton Financial Ltd.  
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Downtown Acura  
E.E.S. Financial Services Ltd  
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Nexen Inc.  
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RJB Promotions  
St-Marc Spa Inc.  
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Syspro Software Ltd  
The Animal Clinic  
Tsai Medical Professional Corporation  
VS Media (VideoSecrets)  
Hydrostone Osteopathy  
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Victoria University SAC  
1230281 Ontario Ltd  
A.C. Renovations & Resorations Inc.  
Amherst Greenhouses  
Batryn & Clark Chartered Accountants  
Big Mamma's Boy  
CAW Local 1459 Retirees  
Churchill Public School  
CUPE Local 3902  
EMP Inc.  
Epicure Linen Collection  
Furnishings By Corey  
Graydel Limited  
Ideal Bike Inc  
Ivanhoe Cambridge Inc.  
L'Orchidee De China  
Northern Secondary School  
Oskar Ascher Schmidt Charitable Foundation  
Plastic Mobile  
RE/MAX Hallmark Realty Ltd  
RED Events  
RSA  
SaaS 44 Inc.  
Spa Excess  
Taylor Hazell Architects  
Telus Corporation  
UrbanSource Catering  
Village Rainbow Nation

\*\$200 and up

# Financials 2009-2010

## Statement of Operations for the year ended March 31

	<b>2010</b>	<b>2009</b>
<b>Revenue</b>		
Grants	1,254,457	1,224,720
Fundraising and donations – bike rally	952,252	1,214,627
Fundraising and donations – general	378,919	359,836
Landlord contribution for leaseholds		75,000
Financial assistance contributions	28,340	28,491
Investment Income	11,074	22,502
Administrative fees, honoraria and other	33,340	19,901
<b>Total Revenue</b>	<b>2,658,382</b>	<b>2,945,077</b>
<b>Expenses</b>		
<b>Client Services</b>		
Food For Life meal delivery program	228,911	248,265
Benefits and assistance income support	232,002	206,369
Long-term care health promotion	118,207	118,297
Volunteer services	108,418	107,551
Education – Speakers Bureau	78,791	72,475
Food programs	136,977	65,555
Treatment programs	120,001	106,433
POZ Prevention	76,229	55,160
General Programs	129,951	149,306
	1,229,487	1,129,411
<b>Financial assistance</b>		
Supplementary therapies	33,595	113,647
Medical assistance	37,232	88,240
Medical disability	26,050	79,407
Trillium co-payment	21,518	43,706
Family holiday gift certificates	1,350	8,800
Positive Children fund	4,800	7,000
Positive Seniors fund	3,800	2,600
	128,345	343,400
<b>Total PWA Program expenses</b>	<b>1,357,832</b>	<b>1,472,811</b>
<b>Community Partners</b>		
Committee for Accessible AIDS Treatments	185,774	104,200
Toronto HIV/AIDS Network	125,373	95,847
Criminal Law & HIV Exposure	2,440	2,291
Latinos Positivos	1,874	
	315,461	202,338
<b>Total Program expenses</b>	<b>1,673,293</b>	<b>1,675,149</b>
<b>General</b>		
Fundraising – bike rally	412,630	462,859
Administration	253,101	158,081
Fundraising and development	185,991	154,077
Communications	95,977	90,437
Administration – amortization expense	81,144	54,973
Administration – office relocation		68,176
	1,028,843	988,603
<b>Total expenses</b>	<b>2,702,136</b>	<b>2,663,752</b>
<b>Excess (deficiency) of revenue over expenses</b>	<b>(43,754)</b>	<b>281,325</b>

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## Our board

### President

Brian Scott

### Vice President, Vice Chair

Cory Garlough

### Treasurer

Steven Zeidman

### Secretary

Andy Baldwin

### Members at Large

Sachin Aggarwal

Helen Daley

Susan Holita

Mina Hunt

Ken King

Scott Morrison

Annie Thomas-Diceman

## 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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