

## community garden



photo credit: Mike Twamley

With financial and in-kind support from the Regent Park Community Health Centre, landscape construction and maintenance company Garden Gnomes, and FreshCo at Parliament and Dundas Street, PWA launched the Essentials Market Community Garden (EMCG) program in 2012 with one bed each in Regent Park and Moss Park Community Gardens.

In 2013 the program grew to eight beds by adding four beds in Moss Park, a large bed on the roof of the Dollarama at 155 Sherbourne Street, and a bed in the Moss Park Apartment complex. The program provides fresh organic produce for the Essentials Market, the only food bank in Toronto providing staple perishable and non-perishable food items for people living with HIV/AIDS, while offering the opportunity for PHA's and allies to learn new skills and socialize. One of the program volunteers, Thomas, says:

"I connect with nature. It [the gardening] helps me get out of my head and connect with people. I also like that the food I am growing is helping to feed PHA's (people with HIV/AIDS) through the food bank." He praises Dennis Hawkins, the Garden Team Leader for providing leadership to the program and teaching him how to garden. Being single and HIV positive can be isolating and having opportunities to connect with others who share your interests has an incredible impact on one's own sense of self and well-being. The EMCG program integrates clients and the community and encourages them to find their own pathways to meaningful involvement and engagement.

The 2013 harvest will produce cucumber, strawberries, tomatoes, corn, green and yellow beans, various types of lettuce, eggplant, carrots, beets and a variety of herbs.

## clients served

For over 25 years, PWA has been helping men, transmen, transwomen, women and children living with HIV/AIDS.

Our response is inspired by the voices and experiences of people living with HIV/AIDS.

PWA has provided services to over 8,000 individuals living with HIV/AIDS since our inception in 1987.

Toronto People With AIDS Foundation is the largest direct support service provider for people living with HIV/AIDS in Canada.

### CLIENTS SERVED

In 2012/2013, PWA supplied approximately 205,073 services to 19,942 individuals. This includes 80,678 significant and unique practical services to 2,167 PHAs, 124,238 referral, information and outreach services to 5,885 individuals as well as training and education opportunities to 11,890 individuals;

355 new clients were registered at PWA in 2012/2013

PWA helped 294 PHAs get access to HIV medications in 2012/2013

911 clients accessed over \$211,460 in financial assistance in 2012/2013

PWA's food bank provided approximately 14,327 distinct services to 1124 individuals in 2012/2013 (not including 13,032 units of Ensure provided to clients)

6,020 meals were provided to over 76 PHAs through the Food for Life meal delivery program (part of the Community Food Access program) in 2012/2013

PHAs accessed 3,033 Therapeutic Care services in 2012/2013

11,890 people heard PWA's Speakers Bureau volunteers tell their stories of living with HIV in 2012/2013

Volunteers provided 46,913 hours supporting PWA programming and activities in 2012/2013

### TORONTO STATISTICS

Over 20,000 people have tested positive for HIV in Toronto since testing began in 1985.

Approximately 1/3 of individuals infected with HIV do not know their status.

## financials

statement of operations  
to the year ended march 31

REVENUE	2013	2012
Grants	1,894,931	1,727,204
Fundraising and donations - bike rally	1,311,048	1,270,894
Fundraising and donations - general	808,849	512,461
Administrative fees, honoraria and other	77,384	42,996
Financial assistance contributions	19,763	18,895
Investment income	15,443	10,188
<b>TOTAL REVENUE</b>	<b>4,127,418</b>	<b>3,582,638</b>
<b>expenses</b>		
<b>CLIENT SERVICES</b>		
General programs	325,887	268,645
Benefits and assistance income support	219,537	218,213
Food programs	167,463	153,000
Treatment programs	150,810	140,000
Therapeutic care	149,677	
Community food access project	113,264	
Community naturopathic clinic	104,078	
PHA engagement	102,512	
Dreaming and opportunities	97,446	
Holistic engagement	79,275	
Circle of care	54,313	
Long-term care health promotion		132,395
Food for life meal delivery program		107,581
Volunteer services		100,063
Education - speakers bureau		95,472
POZ prevention		84,875
<b>TOTAL EXPENSES</b>	<b>1,564,262</b>	<b>1,300,244</b>
<b>financial assistance</b>		
Medical assistance	133,420	127,272
Medical disability	57,640	58,890
Family holiday gift certificates	9,000	9,000
Positive Seniors fund	7,000	7,800
Positive Children fund	4,800	5,800
<b>TOTAL FINANCIAL ASSISTANCE</b>	<b>211,860</b>	<b>208,762</b>
<b>TOTAL PWA PROGRAM EXPENSES</b>	<b>1,776,122</b>	<b>1,509,006</b>
<b>community partners</b>		
Committee for Accessible AIDS Treatments	322,187	223,383
Community Circle of Care	260,895	285,000
Toronto HIV/AIDS Network	106,157	107,504
CHIME Research Study	103,961	60,966
Latinos Positivos	61,263	52,544
THN Opening Doors	41,615	44,747
Criminal Law & HIV Exposure		1,325
<b>TOTAL</b>	<b>896,078</b>	<b>775,469</b>
<b>TOTAL PROGRAM EXPENSES</b>	<b>2,672,200</b>	<b>2,284,475</b>
<b>general</b>		
Fundraising - bike rally	505,265	491,953
Administration	307,097	293,881
Fundraising and development	172,738	159,913
Amortization	105,448	98,347
Communications	74,588	81,661
<b>TOTAL</b>	<b>1,165,136</b>	<b>1,125,755</b>
<b>TOTAL EXPENSES</b>	<b>3,837,336</b>	<b>3,410,230</b>
<b>EXCESS (deficiency) of revenue over expenses</b>	<b>290,082</b>	<b>172,408</b>

PWA was pleased to end the 2012-2013 fiscal year with a significant surplus due primarily to a generous bequest from the community. As always, PWA's Board of Directors will determine the most effective use of any available funds by referencing our recent strategic plan, a commitment to sustainability and other key factors and evidence. At PWA we pride ourselves at financial transparency and the careful stewardship of donor resources. PWA strictly adheres to the Association of Fundraising Professionals' (AFP) Code of Ethical Principles and Standards of Professional Practice (the only enforced fundraising code in the world).

- PWA always includes all staff and operational expenses that directly relate to philanthropy and events.
- PWA does not utilize percentage or commission based fundraising.
- PWA does not have a separate legal foundation which would allow philanthropy expenses to be reported differently.

Using these very conservative accounting practices, we are proud to confirm that PWA consistently meets or falls under Canada Revenue Agency recommended threshold of no more than 35% for expenses. When it comes to assessing a charity's fundraising, CRA does not rely solely upon a fundraising ratio. Other important factors taken into consideration by the CRA include the size of the charity, charitable causes with limited appeal and organizations' internal fundraising evaluation processes.

## bike rally 2012

The 14<sup>th</sup> Annual Friends For Life Bike Rally celebrated a fundraising milestone in 2012 - surpassing \$10 million in funds raised since its inception in 1999, along with a new yearly record total of more than \$1.3 million raised.

On July 29, over 400 participants, including crew and riders departed for Montreal and after a challenging 13<sup>th</sup> Bike Rally, year 14 was a return to only minor issues and picture perfect weather, which made everyone's experience that much better.

With more crew members fundraising alongside riders and the increased challenge for market share of donor dollars, we introduced a Fundraising Committee focused on developing more tools, seminars, and support for riders and crew to achieve and surpass their fundraising goals. Year 14 was a great year and set the stage for the Bike Rally's road to maturity as an event.

We continued improving documentation across the event, with the support of PWA staff, as well as implemented a two year commitment for Steering Committee Co-Leads to build in more succession planning and knowledge transfer for each committee.

We started actively planning for the 15<sup>th</sup> Anniversary by refreshing the Bike Rally Logo, developing a consistent look and feel to our marketing collateral as well as hosting an event that saw our major sponsors and donors invited for a cocktail reception. This event created additional buzz and energy around the 15<sup>th</sup> Anniversary. We opened registration earlier than ever before and had well over 100 registered riders before the end of 2012, setting the stage for a record breaking 15<sup>th</sup> Friends For Life Bike Rally.

- Tim Ledger, Co-Chair, 15<sup>th</sup> Friends for Life Bike Rally

TORONTO PEOPLE WITH AIDS FOUNDATION'S

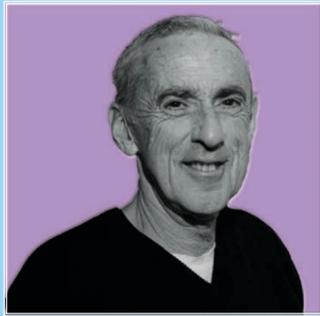


PRESENTED BY  
**Scotiabank**



photo credit: Brian Lawrence

# friends of the foundation cont'd...



Alan Stewart is no stranger to PWA with his 10+ years of volunteerism and endless support. Alan joined the Board in 2002 and sat as Vice President from 2004 - 2008 contributing his expertise as the Foundation experienced critical growth and change. Directly after his tenure as a Board Member, Alan joined the Essentials Market bringing whit and compassion to his position as a volunteer. Alan continues to strengthen the organization providing excellent front-line service delivery to our participants and clients in this volunteer role.

## OUTSTANDING COMMUNITY SUPPORT

Roger Richard immediately comes to mind when we think of a Friend of the Foundation. As a Case Worker with Ontario Works, Roger went out of his way to advocate for his clients and in particular, people living with HIV/AIDS. Roger's compassion and understanding was uncompromising as he assists clients navigate the overwhelming process of applying for Ontario Disability and Support Program. As an Income and Community Liaison, Roger brings his own personality and warmth and he embodies the values that make him an amazing Friend and deserving award recipient.



photo credit: Richard Roger

## CMCC



Canadian Memorial Chiropractor College has been a long-time supporter and partner of PWA. For many years, CMCC has been offering a community clinic that largely serves PHAs at the Sherbourne Health Centre. In 2012 they selected PWA as charity of choice making a donation to support programming and in 2013, became immersed in the Bike Rally providing a student clinic.

## OUTSTANDING CORPORATE SUPPORT



Corporate Specialty Services is a small, community-based business, which has kept the offices of PWA clean for many years. The company is also amongst the annual corporate donors, whose contributions make many of our programs possible. But their impact is much greater. Led by partners, Steve Martin and Peter Rex, both LGBTQ community activists, CSS provides employment for the community members as well. Steve martin, a former Mr. Leatherman Toronto, dedicated his title year to fundraising for PWA. Peter Rex, former Mr. Steamworks and Mr. Rubber Toronto, initiated

the wildly successful Tightly-Whitey Car Wash, an annual fundraiser for PWA that to date has garnered almost \$40,000. Both of them exemplify the title of "Friends of the Foundation".

FreshCo and its manager, Dave Carroll wasted no time building relationships with the community when they opened their doors in the recently revitalized Regent Park in October 2010. Over the past couple of years FreshCo has been a tremendous support to PWA. Two years ago we approached them to be a part of our annual Joy Drive. When the Joy Drive ended, Dave suggested that they continue to collect food and he came up with a program where customers can purchase pre-packaged food bags for donation to our Essentials Market. Over 1 ton of food through this program has been donated to-date. Whether it's loaning their barbecue for our annual client summer event or donating soil and compost for our Community Garden program, Dave and FreshCo have made fast friends with the community and PWA is proud to be part of it.



photo credit: Dave Carroll



Nancy Fryce, Nan as she lets her friends call her, is the personification of the adage "still waters run deep". There is never much fuss or commotion about it, but her daily life seems to be unending stream of charitable fundraising events, punctuated by her professional career with Scotiabank. We would like to think that her favorite fundraiser is the Friends For Life Bike Rally, where Nancy not only participated on the food crew, but also led very effective efforts to encourage riders and crew to dream big and raise more money than they thought possible. Needless to say, she was the top crew member for the 15th Anniversary BR.

## OUTSTANDING VOLUNTEER SUPPORT

Awardees are nominated by staff and decided upon by the PWA management team based on the outlined criteria.

in all areas of PWA's work including Finance and Administration, Philanthropy and Communications and Programs and Services;

only once so that we can have opportunities to recognize the many individuals and organizations who made outstanding contributions to PWA.

Awardees shall be recognized:

through compassion, kindness, generosity and courage that embodies our mission statement and strategic plan;

that has a connection and relevance to the work of PWA in the present and the past;

creates a legacy impact on PWA and its stakeholders;

Every year, PWA honors the many individuals and organizations that make a positive difference in three categories: corporate support, community support and volunteer support. To be selected for a Friend of the Foundation Award, individuals or organizations must demonstrate outstanding contribution.

# friends of the foundation

## our donors

Public Health Agency of Canada, AIDS Community Action Program  
AIDS Bureau, Ontario Ministry of Health  
Ontario Ministry of Health and Long-Term Care  
City of Toronto  
Government of Canada

## agency partners

<b>VISIONARY (\$50,000+)</b>	<b>MAJOR (\$10,000 - \$19,999)</b>
Scotiabank	Bristol-Myers Squibb Canada Co.
MAC AIDS Fund	P&G Canada
	Sheraton Centre Toronto Hotel
<b>LEADER (\$20,000 - \$49,999)</b>	
Sherbourne Health Centre	Storage Stadium
Whole Food's Market	Gilead
GlaxoSmithKline	
	<b>MEDIA</b>
	fab
	Proud FM
	Shaun Proulx Media
	Xtra!
	NOW Toronto

## corporate & foundation partners

<b>\$10,000+</b>	<b>INDIVIDUAL DONORS</b>
TICOT Social Society	\$2,000+
Johnson & Johnson Shared Services	Louis Charpentier
	Stephen Weiss and Richard Durk
<b>\$5,000+</b>	Melissa Hawley
Metropolitan Community Church	David Liss
J&R's Business Services Inc.	Harvey Malinsky
UPS	Gilberto Martinez
BMO	Tim Moseley
	Sasha Olsson
<b>\$2,000+</b>	Ashley Phipps
CHUM Charitable Foundation	Sasha Ruel
Corporate Specialty Services Inc.	Victor Scaletchi and Mark Wilson
Ontario Nurses Association	Diane Shaw
Spearhead LDSC	Barry and Honey Sherman
Mcgregor Socks	Zahid Somani
The Only Café	Annonymous
Crews & Tangos Restaurant & Bar	
Churchmouse & Firkin Pub	<b>COMMUNITY DONORS</b>
Smartsimple Software Inc.	Dwayne Bryk: Mr. Spearhead 2012
Sunnyside Community Corp	Chris Edwards
	Miss Conception
	Steamworks
	Toronto Historical Bowling Society



# then and now, our living history

## Annual Report 2012 / 2013



### Making a posi+ive difference.

200 Gerrard Street East, 2<sup>nd</sup> Floor  
Toronto, Ontario  
M5A 2E6

Telephone: 416.506.1400  
Fax: 416.506.1404

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

# our mission

Two years ago, we changed our mission statement to: "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". There are five core elements to our mission, each reflecting our response to HIV/AIDS and the connection to our living history.

## engagement

"Engagement" was one of the core themes we explored in our 2011 strategic planning process. What inspired this exploration was a quote hung by a staff member on their office wall that read "the healing power of social engagement". This statement gave us great pause. We asked and listened to the over 100 people who participated in our strategic planning process talk about how becoming involved and engaged with PWA, whether as a client who accesses services, a volunteer or staff who delivers service or a Bike Rally participant that raises money, helped transform them. Two years later, as we've incorporated the word engagement in almost all areas of PWA, we now define engagement as the meaningful involvement of people living with and affected by HIV/AIDS in their own health and well-being and in their own community through helping others and giving back. That's why we believe in the healing power of social engagement.

## practical support services

Practical support services have always been at the heart of PWA. It was the main reason PWA was created to ensure that people had the most basic needs to support their dignity, self-sufficiency and health and well-being. Since 1987, from financial assistance to the Essentials Market to haircuts, the main reason why most people come to PWA is because they need practical support. Critical to our practical support are the over 100 volunteers who come to PWA every day and help us deliver these services. I encourage you to ask Bill Handley one day about how our practical support services started and evolved and you will hear stories about tireless and passionate individuals who donated their time to give back. For us providing practical support brings people into our PWA community and also connects us every day to our living history.

## therapeutic services

PWA has offered therapeutic services since the early days of our founding. We define therapeutic services to mean acupuncture, massage, naturopathy, reiki, shiatsu and yoga, among others. These health services are provided free to our clients by trained professionals and supervised students. They provide an excellent complement to other healthcare services people living with HIV/AIDS access. These dedicated professionals and students have been coming to PWA looking for opportunities to give back and enhance their skills and knowledge. PWA played a pivotal role in the creation of the Chiropractic College student clinic and the Community PHA Naturopathic Clinic both housed at the nearby Sherbourne Health Centre.

## broader social change

PWA has always made a positive difference in creating broader social change for people living with HIV/AIDS. In our early days, our community joined other allies to march outside of Toronto General Hospital to demand an end to unethical clinic trials conducted on people living with HIV/AIDS. Today, we are still making an enormous impact in the education, medical and PHA communities through our Poz Prevention program, Speakers Bureau and Therapeutic Services. The Poz Prevention program recruits, trains and supports PHAs to go into bathhouses and conduct HIV outreach through disclosing their HIV status and engaging other men in sexual health conversations. Our Speakers Bureau volunteers tell their story of living with HIV/AIDS to students in high school, university, medical and nursing school, massage and other healthcare teaching institutions. They also tell their stories to social service and health care professionals. Students participating in our Therapeutic service clinics, such as massage and acupuncture, have their HIV/AIDS knowledge and skills fostered through working with our clients. In all of these settings, the meaningful involvement of people living with HIV/AIDS in telling their story and connecting with students, practitioners and other professionals breaks down HIV stigma and myths and fosters the broader social change for people living with and affected by HIV/AIDS.

## dreaming and discoveries

When we rewrote our mission statement in 2011, we included the phrase "we inspire them [people living with HIV/AIDS] to live into their dreams and discoveries". We've taken this statement very literally by renaming our Volunteer Program the Dreaming & Opportunities program. We did this, because we've listened to our beloved volunteers who tell us time and again that by volunteering and giving back to PWA something transformational happens to them. When individuals begin volunteering they join and connect with a group of people united in a common goal to help others. This new connection awakens existing and supports growth of new skills and strengths. From that awakening comes better overall health and well-being and a renewed sense of purpose and hope; the wellspring for dreams. Often we hear the question, "why dreaming"? From our consultations with the over 100 individuals during our 2011 strategic planning process we heard that for many PHAs, their dreams and goals die with their HIV diagnosis.

The process of moving forward from the HIV diagnosis requires a rebuilding of all aspects of one's life – health, mind, body, spirit, personal relationships, employment, housing, etc. In this process of rebuilding, what can be overlooked, whether out of fear or despair, are dreams. We purposely chose to put dreams in our mission statement, 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 also PWA itself plays a role in inspiring people 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 in this setting; 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? We feel that is a worthy endeavor - we dare to dream.

Currently, the Dreaming & Opportunity provides PWA volunteers with an opportunity to take our Dreaming workshop, which provides thought provoking reflection on what inspires, hinders and supports dreams to become real. Once volunteers complete the Dreaming workshop, our Engagement Coordinator, Gareth Henry, provides one-on-one coaching support to support someone's dreaming journey. We are also looking at ways to incorporate peer-to-peer coaching and mentoring support so that volunteers can take on more leadership roles in the program.

We all are on our own dreaming journey and we believe PWA can have a significant role in supporting all of us in realizing our dreams and discoveries.