

Reach One,
Teach One



#information

#community

#advocacy

REACH ONE, TEACH ONE:

the idea that every person
The Well Project reaches
with information, community
support, and advocacy will
pass on the knowledge and
confidence gained to another,
who will teach another, and
on and on and on...

LETTER FROM THE EXECUTIVE DIRECTOR

Just over 20 years ago, I began working in the field of HIV. I was fortunate to help develop an amazing peer-based treatment education training program; I worked on that project with The Well Project's founder, Dawn Averitt, as well as many other amazing advocates. This was only a couple years after my sister was diagnosed with AIDS (in 1994), and I was thrilled to join a movement that was working to ensure that women's unique needs were being met and their voices were being heard. It was during this time that I learned the value of women learning from and supporting one another. And it was then that the phrase "reach one, teach one" became part of our vocabulary to describe the work we were doing.

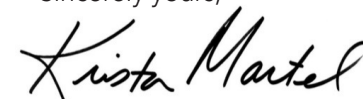
Today, while the format may be very different, I can't help but feel excited to use that same phrase, "reach one, teach one" to describe The Well Project's programs. Every day we see evidence of women becoming empowered by The Well Project's information, community, and advocacy resources. Every day those women then turn around and empower others with the knowledge, hope, and confidence they have gained. One of the places we've seen this is in early results from our most recent survey, in which 79 percent of respondents said that using The Well Project's resources had made them **more likely or much more likely to accept only respectful, caring behavior from their partner, family, and/or friends**. For many, this is a big first step in advocating for themselves, one that often leads them to begin advocating on behalf of others, as well.

After launching our redesigned website and conducting a large user survey assessing our program strengths and challenges in 2014, The Well Project turned our focus in 2015 to one of our most important goals – expanding our reach and impact. This year, we issued our 2014 User Survey report, which demonstrated the significant impact our programs are having on women's lives, including improvements in both their health outcomes and their quality of life.

We are especially excited to have had the opportunity in 2015 to leverage our technology platform to provide capacity-building webinars that increase knowledge and develop advocacy skills to help women advocate for others in their communities. Other highlights from the year include expanding the depth and diversity of *A Girl Like Me*, as well as launching our sister blog in Spanish, *Una Chica Como Yo*. It is through these programs that women are learning from one another, sharing their experiences, and becoming empowered advocates—reaching one another and teaching one another.

We are eager to share our 2015 success and accomplishments with you, so thank you for taking the time to read this report. And thank you again for all you have done to support The Well Project. **Together, we can change the course of the HIV epidemic...one woman at a time.**

Sincerely yours,



Krista Martel
Executive Director

#reachone

Women and girls most frequently use
The Well Project's resources to:

1 Increase knowledge about
HIV and its treatments



2 Connect with other women
living with HIV



3 Learn how to advocate/obtain
skills to help help themselves
and others



MISSION AND VISION

The Well Project was founded in 2002 with the goal of changing the course of the HIV/AIDS pandemic through a unique and comprehensive focus on women and girls. We are a recognized leader in the fight against HIV, revolutionizing the availability and accessibility of meaningful and relevant information designed specifically for women and girls living with HIV. The evolution of technology and ways that information is accessed have dramatically increased our reach, exponentially expanding our impact. As a result, The Well Project has demonstrated a number of far-reaching effects, including decreased isolation and self-stigma, increased self-esteem, and hope about the future.

The Well Project has directly served approximately 15 million people through our programs and online resources. Focusing on three critical gaps related to women and HIV — **information access, community support, and advocacy** — we are working to ensure that our programs have the power to dramatically improve health outcomes and quality of life for women and girls living with HIV.

#information: Providing wide-reaching access to life-saving, relevant, and culturally competent information has always been at the heart of The Well Project. We have created the largest and most comprehensive library of educational fact sheets for women living with HIV, and those seeking information on prevention. Each of our 100+ fact sheets is reviewed annually, and new content is regularly identified and developed in conjunction with our community advisory board and constituency. These fact sheets are written at a 7th-9th grade reading level in an effort to increase health literacy and in a supportive, empowering tone to help women worldwide overcome the stigma, ignorance, and gender inequalities that contribute to the epidemic among women.

#community: Since the beginning, stigma has been one of the biggest barriers to ending the HIV epidemic, and millions of women living with HIV around the globe feel isolated and alone. Through our online platform and social media networks, The Well Project has created a safe space for women living with HIV to communicate their experiences and built a worldwide community of women living with HIV. Community support initiatives, including the *A Girl Like Me* and *Una Chica Como Yo* blogs, can be accessed by users anonymously, from the privacy of their homes, on mobile devices, and on their own schedule. This online platform has had a tremendous impact on users' self-care and quality of life, and has united women from around the world, allowing them to better understand one another.

#advocacy: In order to ensure that HIV interventions, programming, and research are successful for women, we believe that women living with HIV must be represented and have a "seat at the table." To build upon the education and self-advocacy efforts provided through the initiatives above, The Well Project offers advocacy training and capacity building. This programming represents an effort to develop a coalition of women living with HIV who will become involved in the decision-making processes of research, trials, and guideline and regulatory development, thereby increasing women's access to better prevention options, care, and engagement in HIV treatment. Additionally, our Women's Research Initiative on HIV/AIDS focuses specifically on elevating, enhancing, and expediting HIV treatment and prevention research on women and girls and identifying gaps in clinical care and research.

While we all know that knowledge is power, in the case of HIV, it can also have lifesaving implications. We will not rest until we are assured that every woman and girl in the world has access to the information and support necessary to advocate for and access the care she needs.

#wHwHowwAre

2015 ACCOMPLISHMENTS

- Launched **WATCH! (Women's Advocacy and Treatment Coalition on HIV)**, The Well Project's first treatment advocacy webinar program. Our 2015 *A Place at the Table: WATCH!* series included eight webinars, more than 18 expert speakers, and more than 500 participants
- Hosted three additional informational/capacity-building webinars:
 - **Community Perspectives on CROI 2015**, conducted in partnership with TheBody.com, highlighted key takeaways from one of the most important scientific HIV meetings of the year, with a focus on issues of importance to the HIV community
 - **Using Social Media as a Tool for Empowerment and Advocacy**, held in honor of National Women and Girls HIV/AIDS Awareness Day, featured experts describing how to navigate and leverage social media when undertaking HIV advocacy efforts
 - **HIV, Women, and Intimate Partner Violence**, conducted in partnership with PWN-USA, highlighted the relationship between HIV and intimate partner violence and featured the experiences of *A Girl Like Me (AGLM)* bloggers
- Partnered on a major media campaign, "**HIV, Women, and Intimate Partner Violence**," conducted by Greater Than AIDS/Empowered, along with Planned Parenthood, National Domestic Violence Hotline, PWN-USA, and loveisrespect. This campaign featured four representatives of The Well Project and promoted awareness of the link between intimate partner violence and HIV.
- Executed the annual **Women's Research Initiative on HIV/AIDS meeting**, where members worked to identify major policy needs and research challenges that must be overcome in order to reduce new HIV infections and disease progression among women by 2020
- Launched **Una Chica Como Yo**, the Spanish language version of *AGLM*
- Provided **scholarships** for community advisory board (CAB) members and *AGLM* bloggers and built presence at HIV-focused conferences, including CROI, USCA, Women as the Face of AIDS, and AIDSWatch
- Developed new **outreach materials**, including postcards highlighting CAB members and *AGLM* bloggers
- Featured **four CAB members** in our "Women Making a Difference" spotlight series
- Completed **two-year internal strategic plan** with The Well Project board of directors
- Finalized **2014 user survey** and developed first major survey report analyzing The Well Project's programs and impact
- Conducted **2015 fundraising campaign**

AND MORE!

Reviewed & updated
>100 FACT SHEETS
on women and HIV

REACHED
>1.6 MILLION
via online content + social media

POSTED
>85
BLOGS } on *A Girl Like Me*,
Una Chica Como Yo,
and *Voices from our Allies*

 **237 POSTS, 389,000 IMPRESSIONS**
~200% increase in followers

 **706 TWEETS, 292,000 IMPRESSIONS**
25% increase in followers

226
countries
& territories
reached

ADDED
FIFTEEN
NEW BLOGGERS

16
E-NEWSLETTERS
=77,000
IMPRESSIONS

TOP 10
COUNTRIES

visiting thewellproject.org

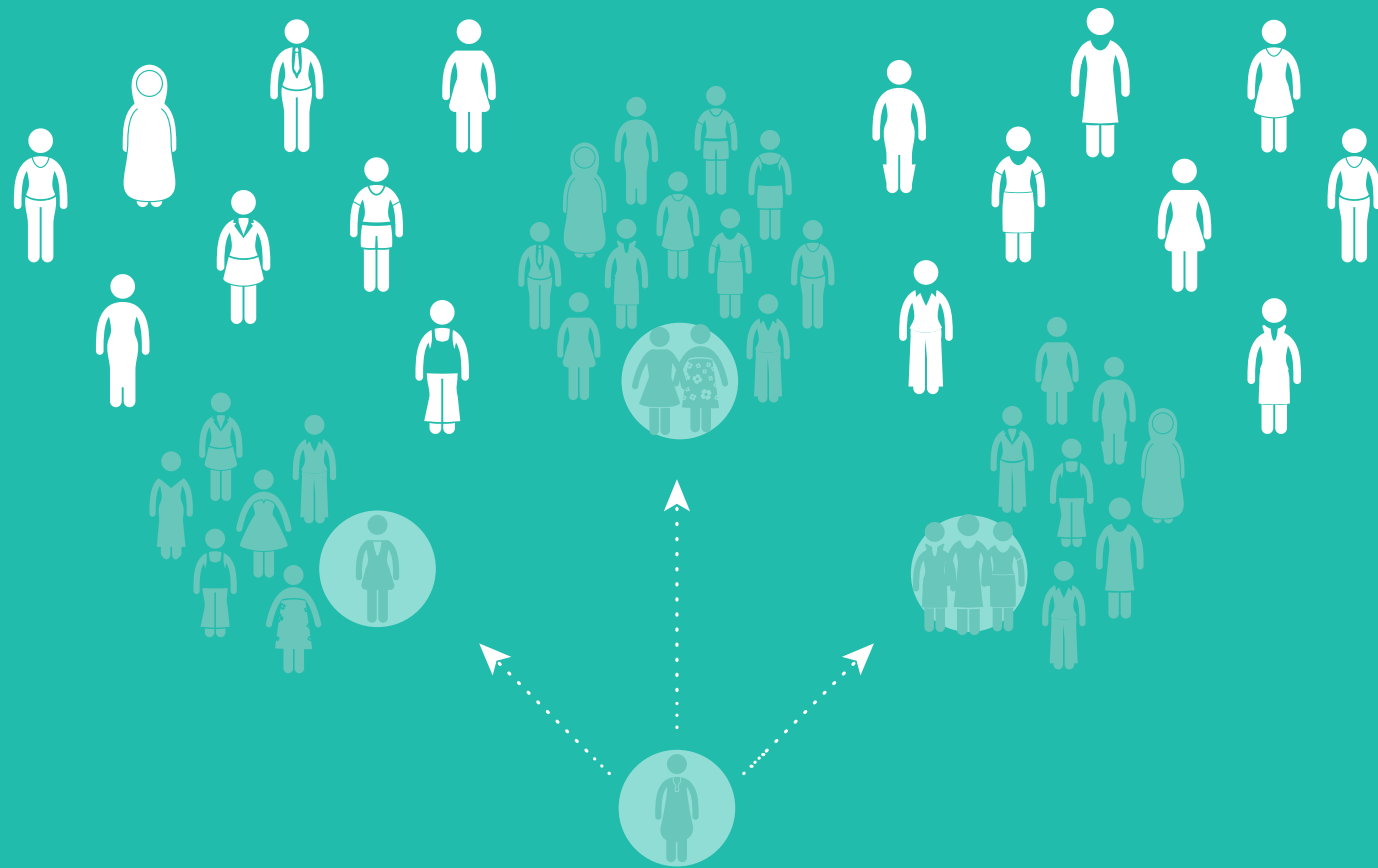
1. United States
2. India
3. Philippines
4. South Africa
5. United Kingdom
6. Kenya
7. Australia
8. Nigeria
9. Canada
10. Pakistan

#successes

EXPANDED
REACH

=

GREATER
IMPACT



WHAT'S NEXT?

As our recent user surveys have shown that the combination of #information, #community, and #advocacy are having a very real impact on our users' lives, we are determined to continue to provide these programs in their best possible format and to expand their reach! In 2016-2017, we will seek new ways to expand, strengthen, deepen, and hone our resources with the assistance of our community advisory board, board of directors, partners, and users.

And we now have a formal plan to do so. In 2015, The Well Project undertook an internal strategic planning exercise with our board of directors to guide our programming and efforts through the end of 2017. We identified three primary objectives and strategies to guide those objectives. The highlights of the plan include:

OBJECTIVE 1:

Become the premier global resource on women affected by HIV by providing accurate, current, culturally relevant information to women living with and at risk for HIV

STRATEGY: Enhance the reach and content of The Well Project's offerings

OBJECTIVE 2:

Build a strong and engaged global network of women living with HIV

STRATEGY: Develop/enhance The Well Project's social media presence to further connect and engage women living with HIV

OBJECTIVE 3:

Build leadership and advocacy capacity among women and girls affected by HIV

STRATEGY: Develop a treatment advocacy and leadership program to enhance health literacy/agency among women and girls living with HIV

As an organization, we remain deeply committed to continuing to assess our strengths, work to identify gaps in our programming and resources, and ensure that we remain focused on "doing what we do best."

#thefuture

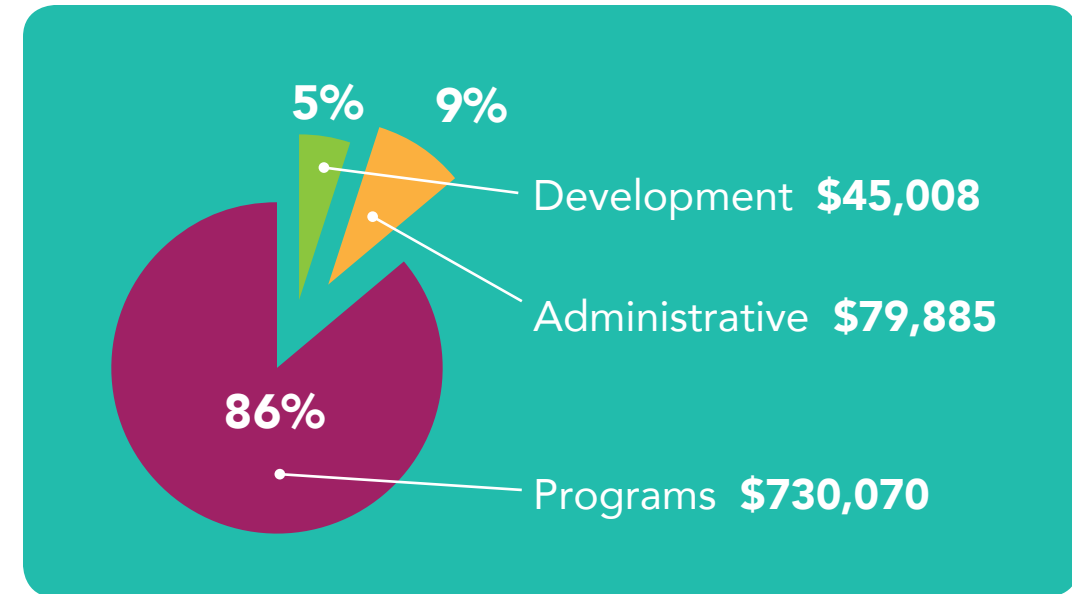
FINANCIAL OVERVIEW

Sources of Revenue*: TOTAL=\$895,293

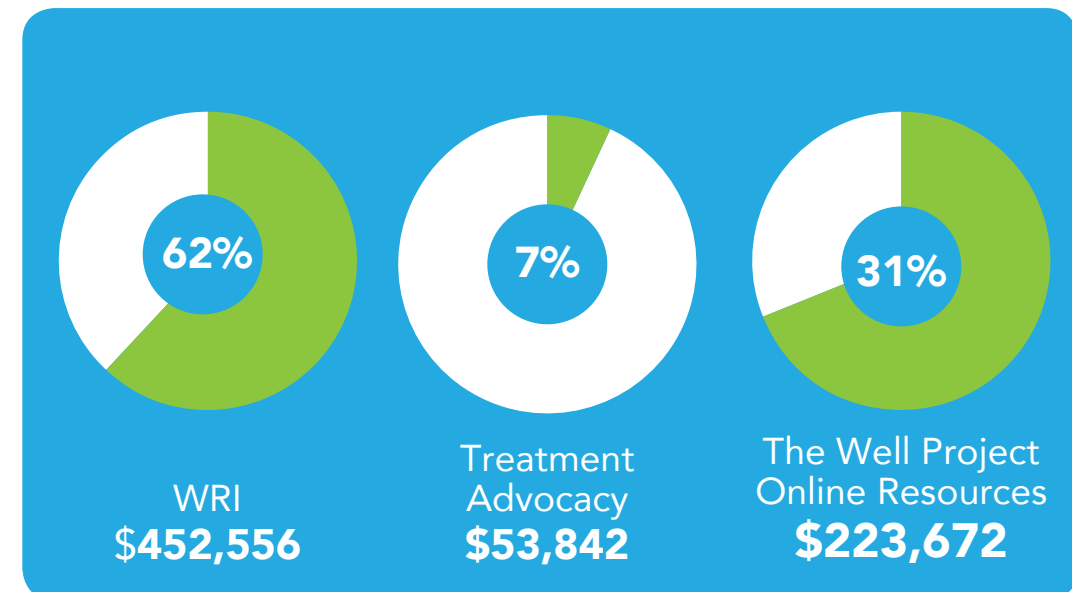


*Does not include non-cash in-kind donations in the amount of \$534,675

Expenditures by Function*: \$854,964



Expenditures by Program: \$730,070



#financials

"At The Well Project, we are extremely grateful to our institutional, organizational, and individual supporters and partners, including our friends, families, and users. Your support is invaluable. Thank you from the bottom of our hearts."

— **Krista Martel**, executive director

#gratitude

2015 SUPPORTERS

GRANTORS

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Bristol-Myers Squibb
Broadway Cares/Equity Fight AIDS
Gilead Sciences
Janssen
Merck
Positive Action/ViiV Healthcare

IN-KIND DONORS

Google Grants
Pricing Engine
Translators without Borders
Underwood & Roberts
Rebecca Dillingham, MD
Vickie Lynn, MPH
LaTrisha Miles
Tonia Poteat, PhD
Benjamin Young, MD

PARTNERS

We are honored to work with mission-aligned organizations that share our vision of connecting women and girls living with HIV across the globe to each other and to life-saving information.

Advocates for Youth
AIDS United
ATHENA
Christie's Place
Empowered/Greater than AIDS
HIVE
Iris House
National Black Leadership Commission on AIDS, Inc.
National Women and AIDS Collective
National Women and Girls HIV/AIDS Awareness Day/Office of Women's Health

Please Call Me by My True Names
Positive Women's Network – USA
SisterLove, Inc.
SMART
The Women's Collective
TheBody.com
U.S. Women and PrEP Working Group
Until There's a Cure
Women's HIV Program at UCSF

DONORS

The Well Project would like to thank all of the individuals who donated to our 2015 fundraising drive. Your contributions were extremely valuable in contributing to the work we did.

Karen and Dale Ammentorp
Mark Abrahamson
Judy Auerbach
Dawn Averitt
Richard Averitt
Sandi and Dick Averitt
Dee Bell
Michael Broder
Megan Canon
Carol Cantor
Erin Conley
Jenna Conley
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Nicholas Roxborough
Suava Salameh
Tara Sansone
Fulvia Veronese
Andrea Weddle
Renee Zipprich
Linda and David

And thank you to our many anonymous donors.

#support

2015 LEADERSHIP

TEAM

- Erika Aaron, MSN, CNRP, *medical editor*
- Kelly Bower, *operations manager*
- Jenna Conley, *communications consultant*
- Lisa Fitzpatrick, MD, *medical editor*
- Jennifer Johnsen, MD, MPH, *managing editor*
- Juliana Hawawini Johnson, *web coordinator*
- Krista Martel, *executive director*
- Maria Mejia, *global ambassador*
- Theresa Mack, MD, MPH, *medical editor*
- Bose Olotu, *global ambassador*

BOARD OF DIRECTORS

- Judith D. Auerbach, PhD, *University of California, San Francisco*
- Dawn Averitt, *founder, emeritus board member*
- Richard Averitt, *chair of the board*
- Abby Charles, *Institute for Public Health Innovation*
- Kyeh Kim, *Millennium Challenge Corporation*
- Kim Reed, *Reed International Law & Consulting, LLC*
- Karen Wirth, *University of North Carolina, Chapel Hill*

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- Vicki Lynn, *United States*
- Maria Mejia, *United States*
- Phiwe Mchunu, *South Africa*
- Bose Olotu, *Nigeria*

WRI EXECUTIVE COMMITTEE

- Judith D. Auerbach, PhD, *University of California, San Francisco*
- Dawn Averitt, *The Well Project founder*
- Elizabeth Connick, MD, *University of Colorado, Denver*
- Tonia Poteat, PhD, MMSc, PA-C, MPH, *Johns Hopkins School of Public Health*



**Together we can change the course
of the HIV epidemic...one woman at a time**

#connect

Go to www.thewellproject.org to:

- Access more than 110 fact sheets in English (and some in Spanish) on HIV and women
- Join our vibrant online support community by reading and becoming a blogger for *A Girl Like Me*, *Una Chica Como Yo*, and *Voices from our Allies*
- Participate in our capacity-building, educational webinars
- Become a member on the website to join in groups, forums, and chats
- Sign up for our monthly e-newsletter



update@thewellproject.org



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www.instagram.com/thewellprojecthiv



888-616-WELL

To find out how you can make a tax-deductible donation or support The Well Project, please contact kmartel@thewellproject.org

#thewellproject

#changingthecourse



#onewomanatatime

www.thewellproject.org