

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.

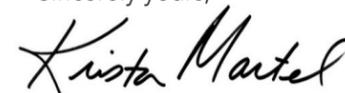
Today, while the format may be very different, I can't help but feel excited to use that same phrase, "reach one, teach one" to describe The Well Project's programs. Every day we see evidence of women becoming empowered by The Well Project's information, community, and advocacy resources. Every day those 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

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

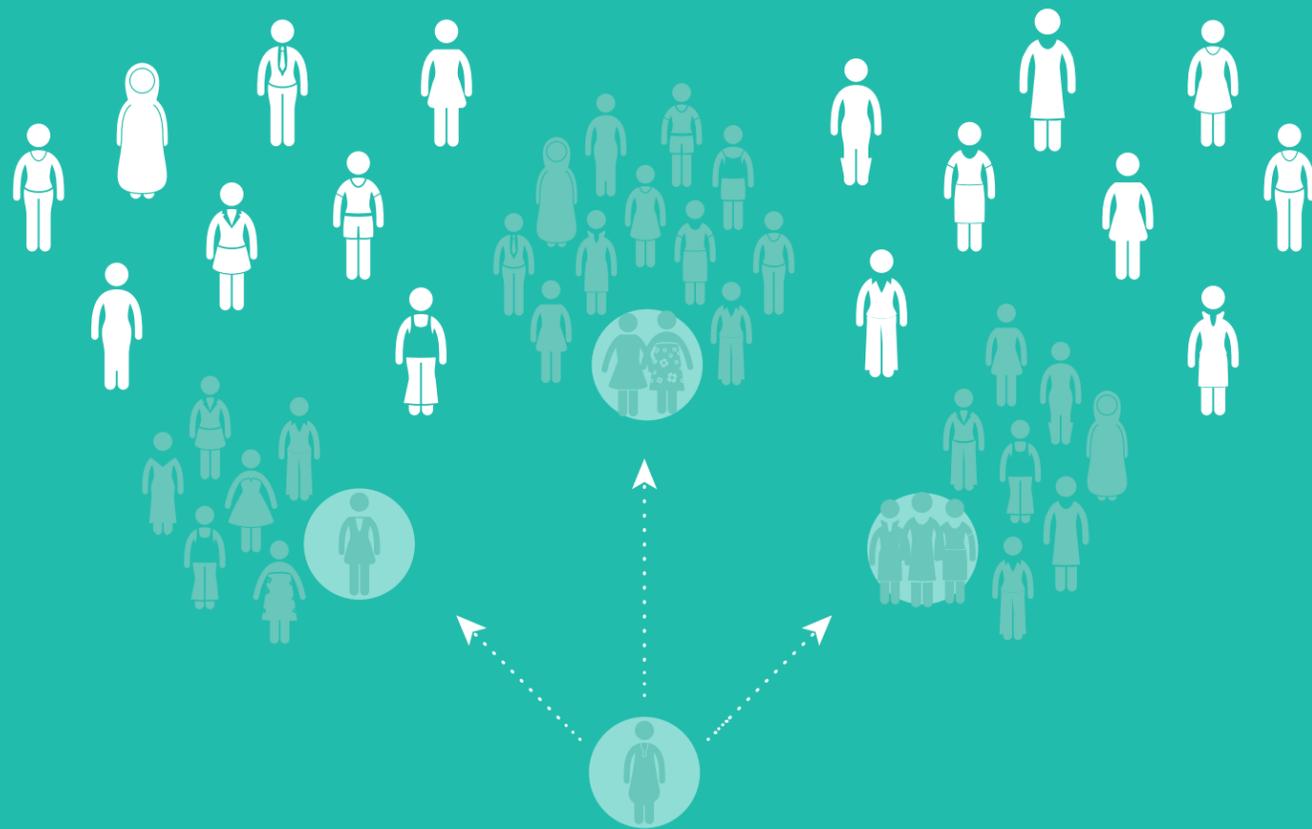
1. United States
2. India
3. Philippines
4. South Africa
5. United Kingdom
6. Kenya
7. Australia
8. Nigeria
9. Canada
10. Pakistan

#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

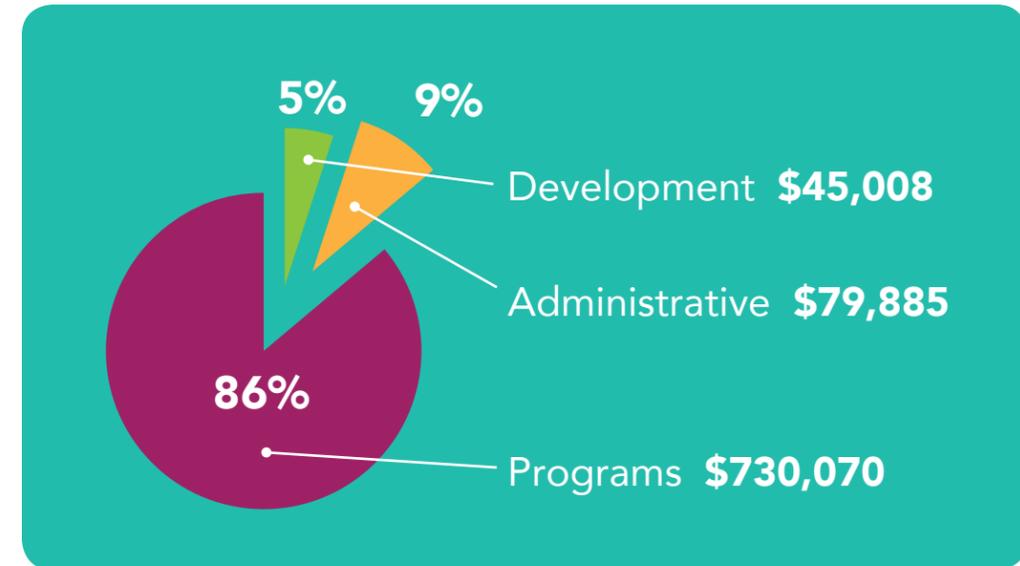
FINANCIAL OVERVIEW

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

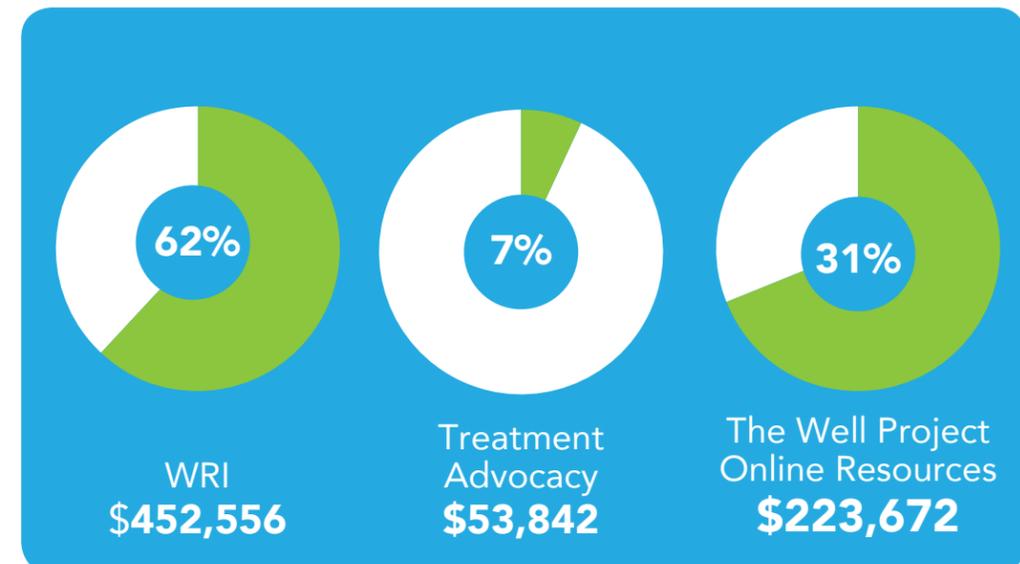


*Does not include non-cash in-kind donations in the amount of \$534,675

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

Abbvie
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
Mike Conley
Susan Conley
Elizabeth Connick
John Crittenden
Jeffrey Crowley
Giulia di Marzo
Kari Dunn
Patricia Dunn
David Fanger and Martin Wechsler
Shobu Filho
Becky Fine-Firesheets
Darlene and Walter Fuller
Bob and Della Heitzman
James and Kim Heitzman
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Patricia Nagy
Yvonne O'Hare
Kim Reed
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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- Michelle Anderson, *United States*
- Kate Borloglou, *United States*
- Jyoti Dhawale-Surve, *India*
- Monica Johnson, *United States*
- Arianna Lint, *United States*
- Tiommi Jenae Lockett, *United States*
- 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



#onewomanataticime

www.thewellproject.org