

## #information:

72% of internet users in the United States say they looked online for health information in the past year.



## LETTER FROM THE EXECUTIVE DIRECTOR

*Hashtag. Retweet. Like. Share.*

*Did you know that in the last eight years, social media usage has skyrocketed* from 8 percent to 73 percent of all Internet users? Research also shows that people who use Facebook get more social support and are more politically engaged than those who don't. Why are these facts and figures important? Because they demonstrate that The Well Project, which has used technology as a platform to disseminate information and build community and advocacy since 2002, is more relevant and necessary than ever. From the beginning, The Well Project has worked tirelessly to leverage technology to change the course of the HIV epidemic, and today we have become the go-to global online resource for women living with HIV.

As part of our commitment to our community, we regularly reassess and recalibrate our programs to respond to the shifting needs of our audience, and 2014 saw the most significant update and upgrade in the history of our organization. We are thrilled to share the details of our successes and accomplishments over the past year in this report. We are especially proud of the launch of redesigned and upgraded web portal, the development of our community advisory board, the execution of the Women's Research Initiative on HIV/AIDS annual meeting, the establishment of 15 new mission-aligned partnerships, and the piloting of our treatment advocacy development program. Please read on to learn more about these exciting endeavors.

In the coming years, our goal is to continue to leverage the ever-expanding scope of technology and social media to further increase the reach of our programs, thus maximizing our impact. Having witnessed the impact of our resources on so many women, we are more convinced than ever of the powerful combination of information, community, and advocacy.

I first became involved in the field 20 years ago, through a women's peer-based treatment education training program whose motto was "Reach One. Teach One." This concept remains vital and lives on through our hashtag #onewomanatatime and as we continue our commitment to providing resources that focus on the unique needs of women, transgender women, and girls.

Thank you for all that you have done to make what we do possible. ***Together, we can change the course of the HIV epidemic...one woman at a time.***

Best,

*Krista Martel*





*“The need for accurate, culturally competent, women-specific HIV information and support is vital, and even more relevant as technology is increasingly used to access health information.”*

Krista Martel, executive director of The Well Project



## MISSION AND VISION

*The Well Project's mission is to change the course* of the HIV/AIDS pandemic through a unique and comprehensive focus on women and girls. We are a global resource that leverages technology to improve health outcomes and increase the quality of life for women and girls affected by HIV. Our goal is to provide woman-focused information, facilitate networking and community-building, and advance treatment advocacy, capacity building, and leadership among women living with HIV.

### WE FOCUS ON THREE AREAS:

**#information:** Advancing the belief that every woman and girl has the right to accessible, quality, current information about HIV/AIDS, The Well Project created the largest and most comprehensive library of educational resources for women living with, and at risk for HIV. We review and update our more than 100 fact sheets every six to 12 months for scientific accuracy against current guidelines, and for clinical accuracy and relevance by an expert editorial team. These fact sheets are written at a 7<sup>th</sup>-9<sup>th</sup> grade reading level in an effort to increase health literacy.

**#community:** The Well Project offers community support initiatives to address stigma and discrimination, including the *A Girl Like Me* blog, a unique support community that enables women and girls with HIV to share their stories and experiences in a safe place. Our new website offers visitors additional ways to connect with each other, including chat, forums, groups, and more. These programs, along with our social media platforms, engage users in a variety of formats that can be accessed anonymously, in the privacy of one's home, on a mobile device, and on one's own schedule.

**#advocacy:** The Well Project provides treatment advocacy training to women living with HIV with the goal of building a network of women who will become involved in the decision-making processes for HIV research and guideline development, as well as disseminate HIV treatment information to their peers. By increasing the number of HIV-positive women who are able to voice the perspectives of their communities, we will ultimately increase women's access to better prevention options and care. Our Women's Research Initiative on HIV/AIDS (WRI) is another important facet of our advocacy efforts. Founded in 2003, the WRI elevates, enhances, and expedites HIV treatment and prevention research on women and girls and identifies gaps in clinical care and research.

Through these efforts, The Well Project is delivering on our goal to enhance the health and well-being of women and girls affected by HIV/AIDS around the world by providing woman-focused information, community, advocacy, and capacity building.

## 2014 ACCOMPLISHMENTS

2014 was an important year for The Well Project, as we **relaunched** our website and **retooled** our offerings, significantly upgrading our programming and **expanding** the resources we offer our users. We undertook these **changes** after spending 2013 **evaluating** how to evolve the organization in order to best serve our communities. We conducted discussions with **stakeholders**, undertook quantitative **research**, and **consulted** with various entities to ensure that our approach was **thoughtful and meaningful**.

**These efforts enabled us to map out an ambitious and achievable vision for the future of the organization and 2014 saw the realization of this vision. We are proud of our expansive efforts over the course of the year, including the following:**

**Web portal:** In 2014, The Well Project launched a newly designed and upgraded web portal that offers significantly expanded tools, including new social features, the integration of the *A Girl Like Me* (AGLM) blog, a new partner platform, enhanced graphics, and improved access to our more than 100 updated fact sheets on women and HIV.

**Community Advisory Board (CAB):** This year, The Well Project built a CAB, comprised of seven diverse women living with HIV from around the globe. This team of inspiring and dedicated women provides ongoing feedback and input on The Well Project's programming and specific projects including the web portal, advocacy programs, surveys, communications efforts, and more.

**Webinar:** In March 2014, in honor of National Women and Girls HIV/AIDS Awareness Day (NWGHAAD), The Well Project (together with our CAB and *A Girl Like Me* bloggers) hosted our first webinar to launch the new web portal, raise awareness, and promote the sharing of our comprehensive online resources.

### **Women's Research Initiative on HIV/AIDS (WRI) annual meeting:**

In April 2014, the WRI, a program of The Well Project, convened a meeting focused on the role that violence and trauma play for women in HIV acquisition, access to care, care delivery, retention, and wellness outcomes. The meeting featured presentations by experts highlighting the most recent evidence on the impact of violence and trauma across the entire spectrum of women's experiences with HIV and examining successful strategies to address attendant challenges.

**Partnerships:** Over the course of 2014, The Well Project significantly expanded our relationships with other mission-aligned organizations, including 15 new partnerships. It is our firm belief that the HIV community is much more effective when we work together and leverage each other's efforts and successes and we have developed a web portal to highlight the programming resources of our partners. In return, these partners help to promote the work of The Well Project and broaden the community of women who are able to benefit from our programming.

**Treatment advocacy:** In 2014 we piloted a treatment advocacy development program that aims to increase the number of women who are able to represent and provide a voice for their communities, through capacity development and advocacy training. The Well Project provided scholarships enabling eight women to attend the Positive Women's Network-USA's National Leadership Summit for Women in September 2014. These women developed blogs highlighting their learnings and experiences at the conference, which The Well Project disseminated on AGLM. The Well Project also developed and presented a Treatment Advocacy 101 workshop at the meeting. In addition, we provided scholarships and mentoring support for two women to attend the U.S. Conference on AIDS in October 2014.

**Women Making a Difference:** We launched the "Spotlight: Women Making a Difference" series in 2014, which highlights interviews with women living with HIV from around the globe. In these insightful conversations with women who are leading the charge against HIV in their communities, they offer advice for newly diagnosed women, describe their experiences with HIV advocacy, and share their thoughts on unique aspects of HIV among women, as well as more personal and lighthearted details about their lives.

**In 2014, The Well Project realized an ambitious and achievable vision for the future of our organization.**

**Outcomes measurement survey:** In 2014 we conducted the largest outcomes measurement survey on The Well Project programming in the organization's history. This survey collected demographic information and measured the use and impact of The Well Project's online resources in regards to health-seeking behaviors and quality-of-life indicators. The survey was developed in conjunction with a Ph.D. candidate in behavioral health studies, as well as our CAB and members of our board of directors.



# 2014 SURVEY FINDINGS

One of our 2014 objectives was to improve our outcome measurement and deepen the level at which we measure our programs' impact. We worked closely with our community advisory board, board of director members, and advisors to design our 2014 user survey. A sociologist specializing in women's health and HIV helped analyze the data and compile the final report. Below are some of the highlights.

## #top3

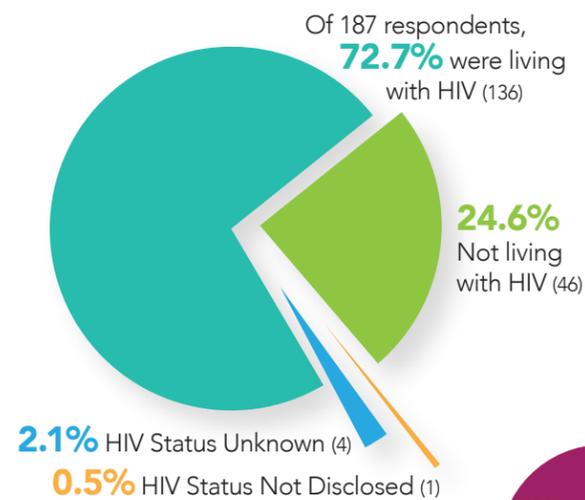
Top three reasons participants use The Well Project's resources:

Increase knowledge of HIV disease and its treatments:  
**41%**

Connect with other women living with HIV:  
**20%**

Learn to advocate and obtain skills to help themselves & others:  
**17%**

## #status



**15 YEARS**  
Average number of years participants had known their HIV status

**11 YEARS**  
Average number of years participants had been taking meds

**80%**  
of participants reported undetectable viral loads



## #stigma

Respondents who are living with HIV reported personally experiencing HIV stigma or discrimination from:

- Health care providers: **63%**
- Friends: **43%**
- Family: **41%**
- Dates: **40%**
- Place of work/employers: **31%**
- Online forums/chat rooms: **19%**

**55%**

of respondents identified stigma as the **single biggest barrier** to ending the HIV epidemic

## #impact

How has The Well Project impacted PLWH's:

**Self-care behaviors?**  
**54%** were more likely to engage in better overall self-care (moving more, eating better, getting enough sleep)  
**29%** were more likely to take HIV medications daily as prescribed

**Communication with providers?**  
**47%** were more likely to talk with health care providers about how HIV impacts women differently than men  
**43%** were more likely to communicate better with health care providers

**Quality of life?**  
**58%** were more likely to feel more hopeful or positive about the future  
**56%** were more likely to feel more confident or experience greater self-esteem  
**38%** were more likely to feel less alone or less isolated

## #sharing

With how many individuals are participants sharing The Well Project resources?

**39%** shared with 1-10 ppl

**29%** shared with 25 -100 ppl

**25%** shared with >500 ppl or more

**6%** have not shared

#INFORMATION #ADVOCACY #COMMUNITY



## 2014 AT A GLANCE

### The Well Project Website:

**950K**  
PAGE VIEWS

**218**  
COUNTRIES  
REACHED

"I love this website, it helped me a lot in terms of understanding HIV as a woman and how to live a positive lifestyle. Thank you very much."

The Well Project website user  
*(from 2014 survey)*

**Facebook:**



218 POSTS =  
**131,431**  
IMPRESSIONS

"I am proud to be a board member of The Well Project, which has firmly established itself as the "go to" resource for information on all things related to women and girls and HIV. In 2014, we focused on enriching our offerings that provide up-to-date information about scientific, clinical, policy, and advocacy developments, and support women living with or at risk of HIV infection, as well as those who care for and about them."

Judith Auerbach, PhD  
*The Well Project Board of Directors*

"The Well Project has allowed me to create an even stronger voice for the HIV community. With their help, I have been able to unpack my bags, continue to live beyond my diagnosis and live my life happy, joyous, and free...Free to be me!"

Michelle Anderson  
*Community Advisory Board,  
A Girl Like Me blogger*

**Twitter:**



755 TWEETS =  
**241,800**  
IMPRESSIONS

**Newsletter:**

16 NEWSLETTERS =  
**75,900**  
IMPRESSIONS

"When I was asked to present a talk at the WRI on women and cure research, I realized how little data there were. I have since published a couple of studies that highlighted the need to include women in studies and conduct sex difference analyses. amfAR put together a team of researchers to specifically query differences between men and women in biological measures pertaining to cure—the first results have already been presented and are pointing the way to new interventions, for men and women. The WRI and The Well Project were instrumental in moving this research forward."

Rowena Johnston, PhD, *WRI Member*

### Stakeholders:

**15**  
New Partners

**7**  
New CAB  
Members

**A Girl Like Me:**

87 BLOGS =  
**37,476**  
IMPRESSIONS





information  
+ community  
+ advocacy  
= *impact*

## NEXT STEPS

**Over the next few years, The Well Project has several important goals.**

We aim to become the premier global resource on women and HIV by providing accurate, current, and culturally relevant information to women living with HIV, at risk for HIV, and those who care for them. We will work to build a strong and engaged global network of women living with HIV and endeavor to build leadership and capacity among women and girls affected by HIV.

It is our plan to expand our resources and reach over time in order to best serve our global audience. We will focus our energy on activities that address key gaps and add value to the overall HIV/AIDS response, including:

- **Enhanced organizational reach:** In an effort to continue to build The Well Project community and increase impact, we will focus on increasing awareness of the organization and its resources, using a variety of strategies and partnerships.
- **Advocacy and leadership development:** We will implement robust HIV treatment advocacy development programming starting in 2015 for women living with HIV. Through a variety of programming, our goal is to develop an advocacy and leadership coalition of women living with HIV who can ultimately 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.
- **Expansion of A Girl Like Me (AGLM):** We will increase the number and diversity of bloggers to better represent and help lift the voices of the most underserved women's populations. Moving forward, we also aim to increase the number of postings on AGLM per year and create partnerships to disseminate AGLM blogs on other women-focused blog platforms.
- **Improved measurement of our impact, including health literacy:** Over the past several years, we have significantly increased our outcomes evaluation, enabling us to more accurately measure the impact The Well Project has on our users. In 2015 and beyond, we will further enhance our efforts to ensure that our programming is meeting the needs of our audiences and helping to raise their levels of health literacy.
- **Development of Spanish offerings:** In the coming years, we plan to introduce a blog for Spanish-speaking communities, *Una Chica Como Yo*, as well as offer key fact sheets in Spanish.



#INFORMATION #ADVOCACY #COMMUNITY

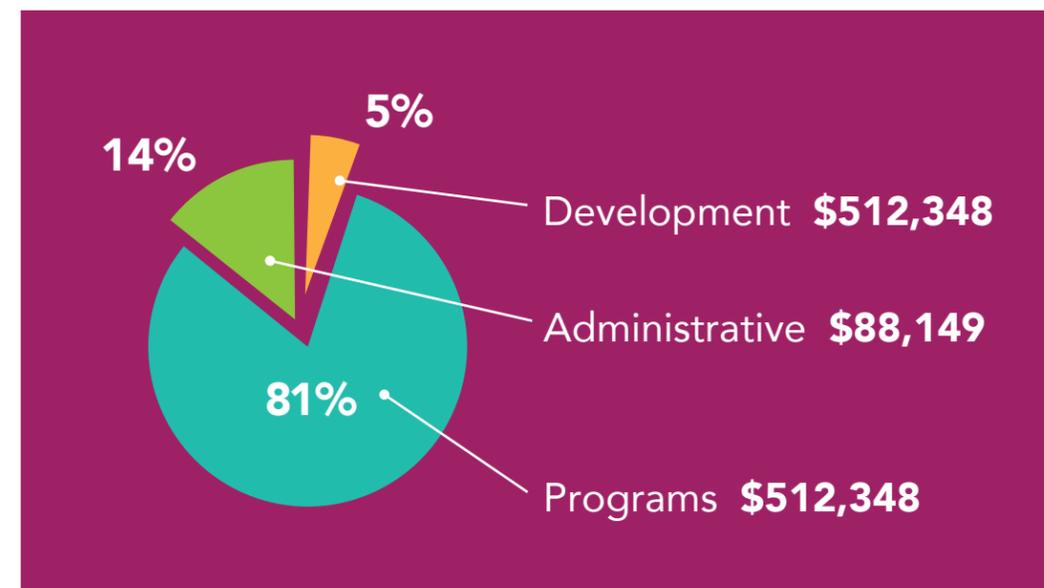
# FINANCIAL OVERVIEW

## Sources of Revenue\*: TOTAL=\$699,698

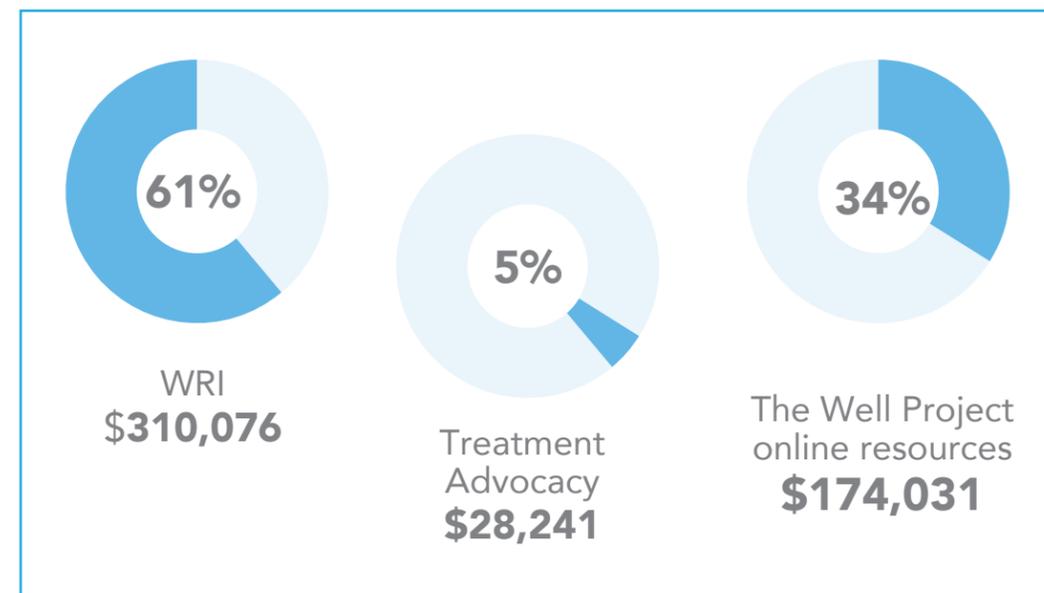


\*Does not include non-cash in-kind donations in the amount of \$490,829

## Expenditures by Function\*: \$629,163



## Expenditures by Program: \$512,348





**Thank you** to our individual and institutional funders. We couldn't do the work we do without your support.



#grateful

## SUPPORTERS

### FUNDERS

We are very grateful for the generous donations from our friends, family, colleagues and The Well Project users

- Abbvie
- BMS
- Broadway Cares/Equity Fight AIDS
- Gilead Sciences
- Janssen
- Merck
- National Institutes of Health/Office of AIDS Research
- Positive Action/ViiV Healthcare
- Individual donors

### IN KIND DONORS

- Google Grants
- Easyling
- Pricing Engine
- Translators without Borders

### PARTNERS

The Well Project aims to connect women and girls living with HIV across the globe to each other and to life-saving information. We are honored to highlight and recognize the invaluable work of other organizations that share our mission.

- Advocates for Youth
- 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
- 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

# LEADERSHIP

## OUR 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
- **Abosede 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
- **Kim Reed**, Reed International Law & Consulting, LLC
- **Kyeh Kim**, Millennium Challenge Corporation

## COMMUNITY ADVISORY BOARD

- **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
- **Phiwe Mchunu**, South Africa
- **Maria Mejia**, United States
- **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***

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





**#changingthecourse**