

Together
we will...

fight

build

hope

triumph



Uplift



Graphic designed by artist Farah Jeune, who utilizes her love for art as a tool for social change and works to uplift the voices of people living with HIV.

Letter from the Executive Director



Intent is something The Well Project spends a lot of time thinking about. We try to approach all of our efforts and programming with thoughtful intention. Our intention with this annual report is to share news about our efforts and programming over the last year through a positive and collaborative lens. In what remains a challenging political and social environment, we choose to highlight the ways in which we, as a community, are succeeding and changing lives. To focus on ways in which we can unite to overcome the negative forces working against us. To lift up the work of our colleagues, partners, and those who may not have a voice.

The theme, "Together we will" is designed to shine a spotlight on how powerful we are as a community and how much we can achieve when we work together.

- **Together, we will build community, partnerships, and leadership**
- **Together, we will create hope**
- **Together, we will fight against intolerance, injustice, and inequality**
- **Together, we will triumph**

Together with our board of directors and community advisory board, The Well Project undertook a strategic planning exercise in 2018 to ensure that we are pursuing our work with intention. These two important groups of stakeholders provide ongoing and invaluable feedback into our work and process. The resulting strategic plan formalized the goals, objectives, strategies, and tactics that will guide our programming between now and 2023. You can read more about the outcomes of this endeavor on page 11.

One of the programs we're most proud of this year is our Building H.O.P.E outreach campaign, initiated through the Positive Action for Women grant. This effort, launched at the end of 2017, aims to expand the reach of The Well Project by developing relationships with organizations around the U.S. that are serving the women most affected by HIV. Building H.O.P.E. is all about working together to ensure that every woman who needs The Well Project's resources knows about them and has access to them.

We are excited to share more details with you about our efforts and accomplishments over the past year. I want to express a special thanks to all of you who have contributed to making The Well Project the "go-to" resource for women living with or vulnerable to HIV. Our collaborations and cooperation are at the heart of everything we do.

Together, we WILL change the course of the HIV epidemic...one woman at a time.

In unity and support,

A handwritten signature in black ink that reads "Krista Martel".

Krista Martel
Executive Director

#togetherwewill



MISSION:

To change the course of the HIV/AIDS pandemic through a unique and comprehensive focus on women and girls



VISION:

A world in which women living with or vulnerable to HIV have the information, support, and tools they need to advocate for their health and well-being, and live a life free from stigma



WHAT WE DO

The Well Project leverages technology to dramatically improve health outcomes and quality of life for women living with HIV. We began as a library of fact sheets in 2002 and since then have consistently and organically grown our programming to meet the needs of our community. We are thrilled to now be able to address a broad range of needs for women living with and vulnerable to HIV.

EDUCATION AND INFORMATION

The Well Project is committed to building agency and health literacy among women living with HIV by developing and providing access to culturally responsive, scientifically accurate, women-focused HIV information. We maintain the most comprehensive library of educational fact sheets and slide sets that address a wide range of issues related to HIV and women's health. Our library includes more than 115 fact sheets in English and 35 in Spanish, as well as more than 25 slide sets.

COMMUNITY SUPPORT

Because we believe we are stronger together than we are alone, The Well Project works to foster a strong and engaged global network and community of women living with HIV. Our English and Spanish blogs, *A Girl Like Me* and *Una Chica Como Yo*, provide a safe space for women living with HIV to share their experiences, connect with others, and build a strong support network.

ADVOCACY AND LEADERSHIP

The Well Project believes it is essential to support the leadership development of women living with HIV and to help advance the next generation of HIV advocates. We offer a variety of

programming that enhances treatment advocacy and capacity building among women living with HIV, including a webinar series addressing topical issues, an increasing presence (including blogger and community advisory board participation) at scientific, advocacy, and policy conferences, and the development of opportunities for women to be at the table.

COLLABORATIVE ENGAGEMENT

The Well Project is honored to play an important role in the HIV community – one of the most remarkable and tireless groups of organizations and individuals in the world. We develop mission-aligned partnerships to advance common goals, including 25 current collaborations with some of the most influential organizations in the field. These relationships elevate each other's work and ensure that all of our endeavors add value by uniquely addressing gaps in current programming and resources.

WOMEN-FOCUSED RESEARCH

The Well Project identifies opportunities to advance the research agenda on women and ensure the implementation of evidence-based strategies. In 2003, just one year after The Well Project was founded, we began holding our annual Women's Research Initiative on HIV/AIDS (WRI) meetings. This program was founded to advocate for "more, better, and faster research" in HIV in women and brings together an extraordinary group of leaders in HIV to identify key opportunities to accelerate our understanding of HIV in women.

#whatwedo



2018 ACCOMPLISHMENTS

- Developed 2 new fact sheets, including *HIV Criminalization and Women and Can I Breastfeed While Living with HIV? An Overview of Infant Feeding Options*
- Reviewed and updated >115 fact sheets in English
- Worked with WRI member Carmen Zorilla, MD and University of Puerto Rico medical students to translate 25 new fact sheets into Spanish
- Participated in major HIV conferences including AIDS 2018, USCA, HIVR4P, AIDSWatch, PWN Summit, and Iris House Women as the Face of AIDS Summit
- Presented the posters *Effecting Change in Research and Policy for Women Living with and Vulnerable to HIV Through the Women's Research Initiative on HIV/AIDS (WRI)* at AIDS 2018 and *Treatment as Prevention to Undetectable=Untransmittable: Advancing the Research and Policy Agenda to Ensure Relevance for All Women* at HIVR4P
- Provided scholarship support to 17 CAB members/bloggers (a 70% increase over 2017) to attend and present at meetings including the PWN Summit, AIDSWatch, AIDS 2018, and USCA
- Employed 2 women living with HIV as global ambassadors for The Well Project and 3 women living with HIV as Building H.O.P.E. outreach coordinators
- Recruited 3 new community advisory board members, whose advocacy work focuses on women of color in the U.S. South, young women, and trans women of color
- Developed 5-year strategic plan
- Executed 4th year of *WATCH!* treatment advocacy webinar series, hosting 3 webinars with 12 expert speakers and more than 300 participants
- Hosted annual WRI meeting *Undetectable=Untransmittable: Contextualizing a Campaign in the Real Lives of Women Living with and Vulnerable to HIV*; created and disseminated the resulting issue brief
- Recruited more than 1,000 new members to The Well Project website and connected with 58 new organizations through Building H.O.P.E. outreach program
- Published 18 curated newsletters (7,000 subscribers)
- Launched weekly e-newsletter providing updates on new website content (2,000 subscribers)
- Added 7 new partners: Association of Nurses in AIDS Care (ANAC), Black AIDS Institute, Housing Works, International Association of Physicians in AIDS Care (IAPAC), Latino Commission on AIDS, *POZ*, Transgender Law Center
- Disseminated quarterly email updates to 25+ organizational partners
- Compared to 2017, web traffic increased significantly:
 - Page views by 30%
 - Unique users by 31%
 - Organic traffic by 52%; direct traffic 37%
 - Target states in the U.S. South including: VA (85%), AL (59%), FL (50%), GA (48%), LA (45%), TX (41%), and NC (40%)

And More!

PUBLISHED >90 BLOGS
on *A Girl Like Me* and *Una Chica Como Yo*

>3.2 MILLION REACHED
with online content + social media



323 POSTS

679,000 IMPRESSIONS



711 TWEETS
>751,000 IMPRESSIONS
(157% INCREASE)



29 POSTS
7,316 IMPRESSIONS

SPANISH FACT SHEETS
>300,000 IMPRESSIONS

TOP 10 COUNTRIES REACHED BY THE WELL PROJECT

- | | |
|-------------------|-----------------|
| 1. United States | 6. South Africa |
| 2. India | 7. Canada |
| 3. Philippines | 8. Spain |
| 4. Mexico | 9. Australia |
| 5. United Kingdom | 10. Argentina |

ADDED

11 NEW BLOGGERS

TOP 5 FACT SHEETS IN 2018

1. Sexually Transmitted Infections or Diseases (STIs or STDs)
2. Oral Sex: What's the Real Risk? (Spanish)
3. What are HIV & AIDS
4. HIV Transmission
5. HIV-Related Pain

#successes



Katie Willingham

A Girl Like Me Blogger

"I'm active with a few HIV advocacy organizations, but The Well Project is where I truly found my voice. They've given me the freedom to share my spectrum of human experiences with others who can relate and/or benefit from them. It's an intimate form of advocacy as well as an avenue of self-care and I feel fortunate to be part of this wonderful organization."

Maria Mejia

Community Advisory Board Member

"As a Well Project community advisory board member, one of the most important things to me is expanding our message to Latin America and the Latinx community in the U.S. The Well Project listened to me, and as a result we have been very successful in engaging that audience by translating the very important fact sheets into Spanish and recruiting amazing LatinX bloggers."



Bose Olotu

Global Ambassador

"I am a generous woman with a relentless spirit. A woman with a nature and real passion for humanity. The Well Project has shown me that as a woman, there is no limit to what I can achieve and this is why I reach out to every woman."



Global Community

Working Together

Ciarra Covin

A Girl Like Me Blogger

"A Girl Like Me has provided a platform for me to share a real, uncensored view on what it is like to be part of a community that is often so stigmatized by society. The fact that I can read and share experiences with women from all over the world has been life changing."



Shannon Weber

The Well Project Partner, HIVE

"I consider The Well Project one of our key partners. Having a meeting of the minds is so valuable in our often-siloed world and particularly in women's health where there are fewer dedicated resources. So much appreciation and respect for The Well Project team. Thank you for including us in your work."



Krista Martel

Executive Director

"Building community is fundamental to The Well Project's mission. The belief that we are stronger together underpins everything we do, as the obstacles our community face are too great to overcome working in isolation. Together we will build, together we will struggle, together we will fight, together we will triumph."

#community



NEXT STEPS

In 2018, The Well Project created a strategic plan to guide the organization over the coming five years. This will act as a blueprint for how we will grow from 2018-2023. As described in our section on Mission and Vision (p. 5), the strategic plan focuses on five primary areas:

- Education and Information
- Community Support
- Advocacy and Leadership
- Collaborative Engagement
- Women-focused Research

We plan to execute a number of strategies to continue to organically grow the organization and better serve the needs of our ever-expanding community:

- Enhance the content and expand the reach of The Well Project's online offerings and programming
- Cultivate connection and engagement among women living with HIV
- Develop resources that advance the health literacy and agency of women living with and vulnerable to HIV
- Create and foster partnerships with mission-aligned organizations
- Convene the Women's Research Initiative on HIV/AIDS (WRI) and advance research and policy issues specific to women and HIV

While collaboration has always been an important element of our programming, developing our strategic plan made it clear just how vital it is to elevate the work of other organizations and identify opportunities for us to work together. Moving forward, we will amplify our efforts to engage with other relevant organizations, including those outside of the HIV space who are working more broadly to advance reproductive justice, gender equality, and women's health. We are also developing relationships with those who work with and/or are allies of women living with HIV, including healthcare providers, case managers, peer educators, AIDS service organizations, family, and friends.

Women living with or vulnerable to HIV are always at the forefront of our planning and programming. In the coming years we will undertake efforts to ensure that we are reaching the women who are most affected and those with the least access to resources. Furthermore, as we advance our efforts to support emerging advocates, we will work to build their capacity to ensure that they have a seat at the advocacy table.

In 2018, we were able to add 25 new fact sheets to our existing Spanish library, filling a much-needed gap. We hope to continue to grow our Spanish resources and add other languages as well.

The Well Project remains committed to addressing the gaps in existing resources, including the needs that we have identified in collaboration with our users, community advisory board, partners, and board of directors.

#lookingahead

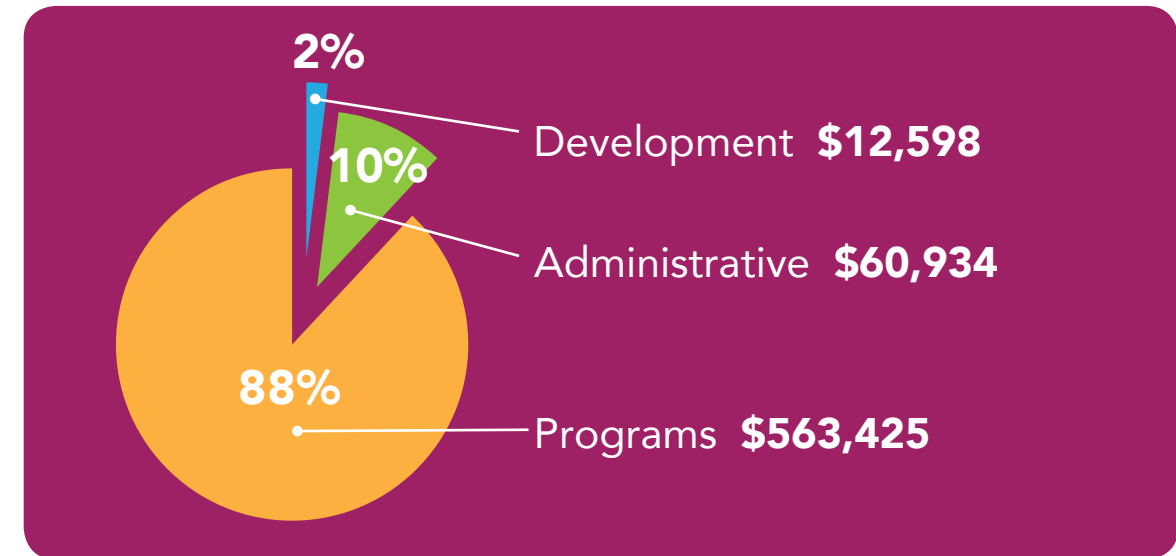


FINANCIAL OVERVIEW

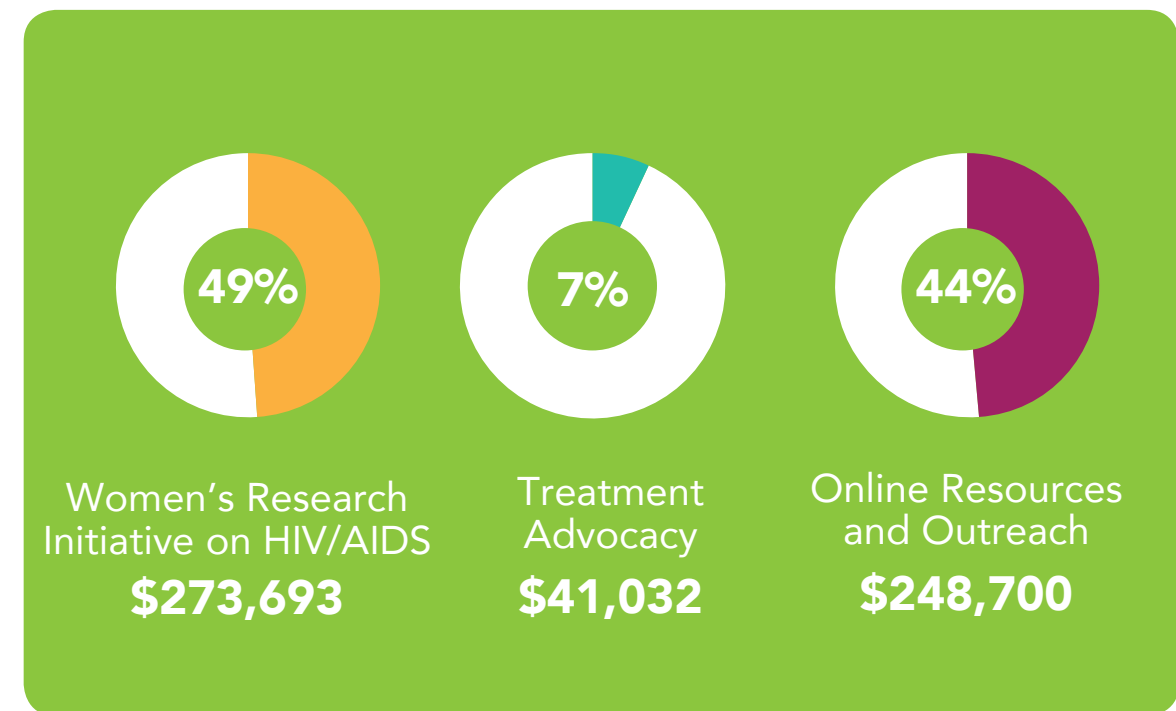
Sources of Revenue: TOTAL=\$1,184,392



Expenditures by Function*: **\$636,957**



Expenditures by Program: **\$563,425**



*Does not include non-cash expenditures from in-kind donations of \$521,521.

#financials



2018 SUPPORTERS

GRANTORS

We are profoundly grateful to the following organizations that support The Well Project through grants.

- Broadway Cares/Equity Fight AIDS
- Gilead Sciences
- Janssen Therapeutics
- Merck
- ViiV Healthcare Positive Action Community Grants
- ViiV Healthcare Positive Action for Women

IN-KIND DONORS

We are very thankful to the following individuals and organizations that donate their services, lending their expertise and resources to our programming.

- Carrie Foote, PhD
- Google Ad Grants
- Judith D. Auerbach, PhD
- Kim Reed, JD
- Underwood & Roberts

PARTNERS

We have the profound honor of working with organizations that share our vision of connecting women living with HIV across the globe to each other and to lifesaving information. We are humbled to be part of such a remarkable community that over and over again has endeavored to change the world.

- Advocates for Youth
- AIDS Foundation of Chicago
- AIDS United
- Association of Nurses in AIDS Care (ANAC)
- Arianna's Center
- ATHENA
- Be-PrEPared
- Black AIDS Institute
- Christie's Place
- Empowered/Greater than AIDS
- International Association of Providers in AIDS Care (IAPAC)
- HIVE
- Housing Works
- Iris House
- Latino Commission on AIDS
- 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
- Positive Women's Network – USA
- POZ
- Prevention Access Campaign (U=U)
- Project Inform
- SisterLove, Inc.
- SMART
- The Women's Collective
- TheBody.com
- Transgender Law Center
- Translators without Borders
- Until There's a Cure
- Women's HIV Program at UCSF
- W.O.R.L.D.

DONORS

Every year, The Well Project's fundraising drives helps us increase awareness about the organization, expand our funding base, and support our activities. We are so appreciative of everyone who made a donation in 2018 – your support means the world to us!

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|
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| Olivia Curry | Robert Jimenez | Vanessa Morales | Sarah Shah | |
| Lacrecia Dangerfield | Joan J'Niece | Marieli Morales | Marcie Simmons | |
| TJ Davis | Robert Johnson | Lisa Morgan | Sirius XM Radio, Inc. | |

#gratitude



LEADERSHIP

Team

- Kelly Bower, operations manager
- Jenna Conley, communications director
- Lisa Fitzpatrick, MD, medical editor
- Olivia G. Ford, consulting editor
- Darlene Harden-Fuller, art director
- Juliana Hawawini Johnson, director of operations and online resources
- Barbara Jungwirth, consulting editor
- Krista Martel, executive director
- Maria Mejia, global ambassador
- Theresa Mack, MD, MPH, medical editor
- Bose Olotu, global ambassador
- Lauren Richey, MD, medical editor
- Yahaira Rosales, translation consultant
- Kellee Terrell, social media manager

Board of directors

- Judith D. Auerbach, PhD, board co-chair, University of California, San Francisco
- Dawn Averitt, emeritus board member, founder
- Richard Averitt, board co-chair, co-founder
- Abby Charles, board treasurer and secretary, Institute for Public Health Innovation
- Jennifer Kates, PhD, Kaiser Family Foundation
- Kim Reed, Reed International Law & Consulting, LLC
- Melissa Tischler, Fahrenheit 212

Community advisory board

- Kimberly Canady, New York, United States
- Gina Brown, MSW, Louisiana, United States
- Jyoti Dhawale, India
- Aryah Lester, Washington DC, United States
- Arianna Lint, Florida, United States
- Tiommi Jenae Lockett, Arkansas, United States
- Vicki Lynn, Florida, United States
- Maria Mejia, Florida, United States
- Bose Olotu, Nigeria
- Wanona Thomas, Georgia, United States
- Masonia Traylor, Georgia, United States

WRI advisory board

- Adaora Adimora, MD, MPH, University of North Carolina at Chapel Hill
- Judith D. Auerbach, PhD, University of California, San Francisco
- Dawn Averitt, The Well Project
- Jenna Conley, The Well Project
- Jennifer Kates, PhD, Kaiser Family Foundation
- Krista Martel, The Well Project
- Fulvia Veronese, PhD, Division of AIDS, National Institute of Allergies and Infectious Diseases



Join us.

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

Visit www.thewellproject.org to access:

- ▶ [#information](#)
- ▶ [#community](#)
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888-616-WELL

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#connect

