In early 2020, as we reflected upon 2019, we decided to focus our annual report on the power of connection, as it is a foundational element of our work. Connection counteracts isolation and stigma. It creates an environment that facilitates creativity and fosters empowerment through knowledge sharing. And, perhaps most important, connection just feels good – it lifts our spirits to know that we are in it together.

And then COVID-19 entered all of our lives.

As we started to wrap our heads around this new pandemic, it became clear that everything was about to change and that many of the inequities faced by our community were further amplified by COVID-19. In response to heightened fears about COVID-19 and amidst global lockdowns, The Well Project worked quickly to identify ways to meet the needs of our community. We implemented new programming, including educational resources and a series led by and for women living with HIV to cultivate connection and well-being.

But the spring of 2020 wasn’t done yet. On May 25, George Floyd was brutally murdered by police in Minneapolis. This atrocity, another in a long line of police murders of Black people, inspired outrage, protest, and action around the U.S. and the world. We, especially our Black and Brown community members, found ourselves in further pain – and consumed by a hunger for radical, long-overdue change.

Addressing this pain will take long, hard work. It will require us to dismantle the institutional, structural, and systemic forms of racism that undergird our society. It will require those of us with privilege (like me) to be co-conspirators and actively fight for racial justice. We know that we have work to do within The Well Project and ourselves and are fully intentional about combatting racism with every step forward. As a team, The Well Project is also committed to exercising our right to vote and being highly engaged in the U.S. election process over the next several months.

For nearly two decades we have been connecting people from diverse backgrounds, building community through a virtual platform, and lifting up the commonalities of our experiences. Our goal remains to ensure that every woman living with HIV has the opportunity to sit at every change-making table she wants. We will continue to do everything in our power to make sure that all women living with HIV—Black, Brown, white, trans, cis, young, old—have access to the tools they need to manage their health and well being and live fully and free from stigma.

We are committed to strengthening our partnerships in these extraordinarily challenging and ever-evolving times. None of us is alone, even when we feel isolated. When we come together, the change we can effect is multiplied and magnified.

We are honored to stand beside you.

Krista Martel
Executive Director
MISSION:

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

VISION:

We envision 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.

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 envision 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. How do we do that? By leveraging technology to dramatically improve health outcomes and quality of life for women living with HIV.

EDUCATION AND INFORMATION

We are 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. Our comprehensive library (in English and Spanish) of educational fact sheets and slide sets addresses a wide range of issues related to HIV and women’s health. We regularly review and update all of our content to ensure scientific accuracy and create new content based on gaps that we identify with our community advisory board (CAB).

COMMUNITY SUPPORT

The HIV community has demonstrated over and over again that 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 through our English and Spanish blogs, A Girl Like Me and Una Chica Como Yo, the online community that we nurture through our website, and our social media efforts.

ADVOCACY AND LEADERSHIP

The Well Project supports leadership development of women living with HIV to help advance the next generation of HIV advocates. We offer programming that enhances treatment advocacy and capacity building among women living with HIV, including a webinar series addressing topical issues and paid opportunities for our bloggers and CAB members (such as presentations at scientific, advocacy, and policy conferences, and others).

COLLABORATIVE ENGAGEMENT

The Well Project develops mission-aligned partnerships to advance common goals with some of the most important leaders in the HIV community, including 30 current collaborators. We take seriously the role of lifting up one another’s work and ensuring 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. We founded the Women’s Research Initiative on HIV/AIDS (WRI) to advocate for “more, better and faster research” in HIV in women, which we do by bringing together an extraordinary group of leaders in HIV to identify key opportunities to accelerate our understanding of HIV in women.
DEVELOPED 5 NEW FACT SHEETS
1. Women, Gender, and Sexuality: Identity, Attraction, Connection, and Community
2. Advocating for Women Living with HIV in Prisons or Jails in the U.S.
3. Women and HIV in U.S. Prisons or Jails, Moving Forward
4. Living with HIV: Considering Education or Training
5. Economic Empowerment Resources for People Living with HIV

PRESENTED AT 5 NATIONAL CONFERENCES:
1. IAPAC Adherence Conference
2. USCA
3. Let’s Talk about Sex
4. ANAC Annual Conference
5. Iris House Summit

PROVIDED HONORARIA (18) & SCHOLARSHIPS (12) to women living with HIV (including CAB members/bloggers) to attend/present at conferences and webinars

PUBLISHED THE WELL PROJECT 2018-2019 SURVEY REPORT:
Together, We Are... Making an Impact

HOSTED WRI 2019: Women Living with HIV Over the Long Term and Across the Lifespan; created and disseminated issue brief

AUTHORED SIGN-ON LETTER TO PRINCIPALS OF EHE: signed by >100 organizations, 300 individuals

Providing ongoing counsel to U.S. government on Ending the HIV Epidemic (EHE): A Plan for America

CREATE & REGULARLY UPDATE 170 fact sheets (120 English, 45 Spanish, 2 Hindi)
52 slide sets (33 English, 19 Spanish)

6 NEW ORGANIZATIONAL PARTNERS
Black AIDS Institute
Visual AIDS
Life and Love with HIV
Positive Support (PS, Women)
Transgender Strategy Center
National Working Positive Coalition

6 2019 AT-A-GLANCE
AND MORE!

>3.6 MILLION
reached with online content + social media

16,000
WELL PROJECT MEMBERS

>1.7 MILLION
IMPRESSIONS
ACROSS SOCIAL MEDIA PLATFORMS

Nearly 19,000 social media followers

PUBLISHED 135 BLOGS
by women living with HIV

TOP 10 COUNTRIES REACHED BY THE WELL PROJECT
1. United States
2. Philippines
3. Mexico
4. India
5. South Africa
6. United Kingdom
7. Colombia
8. Canada
9. Spain
10. Argentina

FIFTEEN NEW BLOGGERS ADDED

SPANISH FACT SHEETS
>448,000 impressions

TOP 5 FACT SHEETS IN 2019
1. Sexually Transmitted Infections or Diseases
2. Oral Sex: What’s the Real Risk? (Spanish)
3. What are HIV & AIDS
4. HIV-Related Pain (Spanish)
5. Oral Sex: What’s the Real Risk? (English)
Building Advocacy

Supporting and helping to develop a strong network of women leaders who are living with HIV is a core focus for The Well Project. Why? Because community leaders:

• Inspire others living with HIV to end their own self-stigma and value their worth
• Advocate for the needs of their community and impact policy and research
• Galvanize others to become leaders themselves

When asked to assess The Well Project’s influence on their advocacy development, women living with HIV responded they were “somewhat” or “much” more likely to:

- 81% Advocate for the needs of others living with HIV
- 80% Advocate for my own needs when I seek care and support
- 69% Join an advisory board for an HIV organization
- 67% Take on a leadership role in an HIV advocacy organization
- 66% Speak at an HIV-related conference
- 64% Engage with media about HIV-related issues
- 62% Join an HIV planning council

“Building Advocacy and Leadership”

“The Well Project allowed me to find a safe and supportive space to publicly work out my feelings of stigma, self-doubt, and shame. The Well Project uplifts and elevates cis and trans women equally and is thus an organization I will continuously support.” – Aryah Lester, CAB member

“The Well Project has given me the opportunity to reach the masses and has supported me to be independent through work! And, I have been able to mentor cis and trans women who were living in silence, many of whom have grown into huge advocates all over the world.” – Maria Mejia, CAB member, Global Ambassador

“The Well Project has motivated and inspired me and enhanced my HIV knowledge and advocacy skills. They have built up my hope, allowing me to give back to my community by bridging the gap of HIV information in Nigeria.” – Abosede Olotu, CAB member, Global Ambassador

“I use The Well Project to add fuel to my fire so that I don’t forget my WHY, to remind myself that I am not alone. The Well Project has played a beautiful role in my survival in that I no longer had to dig to find diverse voices of this epidemic.” – Masonia Traylor, CAB member

“As an African-American woman born with HIV, The Well Project has provided me with a platform to reach out and connect with these populations. I want to inspire people who grew up with HIV to not only survive, but to LIVE their lives out loud, and to the fullest — UNAPOLOGETICALLY and without any SHAME.” – Porchia Dees, CAB member

“The Well Project has breathed so much life in me. They allowed me to know that I have a voice and that my voice is worthy to be heard. I feel like I have sisters in this diagnosis that I can call on for almost anything. They allow me to explore new skills and support me along the way.” – Ciarra Covin, Community advisory Board (CAB) member

“The Well Project was the first organization to take me under its wings and allow me to express and be myself with nothing but love and acceptance. They help expand your knowledge and training to bring you to the tables to make a difference.” – Wanona Thomas, CAB member

“When asked to assess The Well Project’s influence on their advocacy development, women living with HIV responded they were “somewhat” or “much” more likely to:

- Advocate for the needs of others living with HIV
- Advocate for my own needs when I seek care and support
- Join an advisory board for an HIV organization
- Take on a leadership role in an HIV advocacy organization
- Speak at an HIV-related conference
- Engage with media about HIV-related issues
- Join an HIV planning council

As a result of their involvement with The Well Project, women living with HIV have gained the confidence and skills necessary to advocate for themselves and their communities. These women are now able to speak out about their experiences and fight against stigma and discrimination. They are also helping to bridge the gap of information and resources in their communities. The Well Project has played a crucial role in empowering these women to become leaders in their fight against HIV. 

Graphic portraits of CAB members created by Farah Jeune @studiojeuneart
Sources of Revenue: TOTAL=$1,411,972

- Private/non-government: $820,000 (58%)
- Individual donors: $43,518 (3%)
- In-kind donations: $548,454 (39%)

Expenditures by Function*: $732,634

- Programs $630,808 (86%)
- Development $24,348 (3%)
- Administrative $77,478 (11%)

*Does not include non-cash expenditures from in-kind donations of $548,454.
2019 SUPPORTERS

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

• Amazon Smile
• Allstate Cybergrants
• Dick and Sandi Averitt Foundation
• Gilead Sciences
• Janssen Therapeutics
• Merck
• ViV Healthcare

IN-KIND DONORS
We deeply appreciate the following individuals and organizations that donate their services to The Well Project.

• Judith D. Auerbach, PhD
• Google Ad Grants
• Kim Reed
• Underwood & Roberts, PLLC

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
• Arianna’s Center
• Association of Nurses in AIDS Care (ANAC)
• ATHENA
• Be-Prepared
• Black AIDS Institute
• Christie’s Place
• Empowered/Greater than AIDS
• HIV+ Living
• Housing Works
• International Association of Providers in AIDS Care (IAPAC)
• International Community of Women Living with HIV (ICW) North America
• Iris House
• Latino Commission on AIDS
• Life and Love with HIV
• National Black Leadership Commission on Health, Inc.
• National Women and Girls HIV/AIDS Awareness Day/Office of Women’s Health
• National Working Positive Coalition
• Please Call Me By My True Names
• Positive Support
• Positive People Network
• Positive Women’s Network – USA
• POZ
• Prevention Access Campaign (U=U)
• SisterLove, Inc.
• SMART
• The Aliya Center
• The Center for HIV Law and Policy
• The Women’s Collective
• TheBody.com
• Transgender Law Center
• Transgender Strategy Center
• Until There’s a Cure
• U.S. Women and PrEP Working Group
• Until There’s a Cure
• Visual AIDS
• Women’s HIV Program at UCSF
• W.O.R.L.D.

DONORS
The Well Project’s annual fundraisers increase awareness about the organization, expand our funding base, and support our activities. Thank you to everyone who was able to make a donation in 2019.

Mark Abramson
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Rukayat Ajayi
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Karen Ammentorp
Shelby Ann
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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 info@thewellproject.org

Visit www.thewellproject.org to access:

- #EducationandInformation
- #CommunitySupport
- #AdvocacyandLeadership
- #CollaborativeEngagement
- #WomenFocusedHIVResearch

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#connect
#virtualconnection

#realimpact

#thewellproject.org