

thewellproject

The Well Project Annual Report 2020





Letter from the Executive Director

While the world feels divided on so many issues, I think we can all agree that 2020 was an incredibly challenging year for people across the globe. The COVID-19 pandemic and the multitude of murders of Black men and women by the police led to widespread acknowledgement of racial and gender inequities. It was a year unlike any in the recent past and we know that its effects will be long-lasting.

Like everyone else, The Well Project was profoundly impacted by these challenges and we felt especially honored to have been able to foster a sense of community connection and leadership in the midst of severe hardship, providing much-needed support to our community. Because many of The Well Project's programs have always been accessible remotely and online, we were operationally well positioned to lead as quarantines were put into effect.

In the following pages, you'll read about our efforts over the course of this long year, but I want to briefly highlight here a few of what I see as our biggest accomplishments of 2020. In early April we developed [Stay Well at Home with The Well Project](#) as a way for us all to come together, support each other, and provide our community members with compensated leadership and development opportunities in the absence of largely postponed or cancelled conference presentations.

To further address the COVID-19-related loss of leadership development, we created [The Well Project Leadership Exchange](#) where thoughtleaders in the HIV community explore one another's work, activism, and personal experiences. The series allows The Well Project's community advisory board members to develop their interviewing skills and create networking experiences across disciplines.

We advanced topics that are vitally important to the HIV community but tend to be overlooked, including breastfeeding and HIV, for which we convened a first-of-its-kind working group and a resulting [consensus statement](#). We also developed content highlighting the experiences of [women who were born with HIV](#), a group of long-term survivors who are frequently left out of the conversation.

While we are eager, with the help of COVID-19 vaccines, to get back to seeing folks in person, we will also ensure that the invaluable lessons we learned this year about how we can be there for each other are not lost. We know that the path back will not be easy. While the protests may have quieted for the moment, our commitment to advancing racial justice, particularly the impact of racial inequality on healthcare, will inform everything we do.

We remain sensitive to the fact that many of us are still figuring out what the new "normal" will look like, yet **we have been approaching 2021 with a reenergized sense of purpose and we look forward to continuing to meet our community where you most need us.**



In solidarity,

Krista Martel

Krista Martel
Executive Director

#connect#lead

CONNECTION at The Well Project in 2020



MISSION AND VISION

The Well Project is a non-profit whose 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 free from stigma. The Well Project creates and offers programming for women to build a foundation to not only survive, but also *thrive* with HIV, including:

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 a comprehensive library of nearly 200 educational fact sheets (in [English](#), [Spanish](#), and [Hindi](#)) and more than 60 slide sets (in [English](#) and [Spanish](#)) that address a wide range of issues related to HIV and women's health. Our content is regularly reviewed and updated by experts to ensure scientific accuracy and our community advisory board (CAB) guides the development of new content.

COMMUNITY SUPPORT

The Well Project fosters a strong and engaged global network and community of women living with HIV. Our [A Girl Like Me](#) and [Una Chica Como Yo](#) blogs provide a safe space for women living with HIV to share experiences, connect with others, and build a strong support network. Programs such as [Stay Well at Home with The Well Project](#) and [A Girl Like Me LIVE](#) are

led by women living with HIV and promote connection, education, and community support.

ADVOCACY AND LEADERSHIP

The Well Project offers programming that enhances advocacy and leadership development among women living with HIV, including topical webinars; a strong presence at scientific, advocacy, and policy conferences; and ongoing opportunities to ensure they are "at the table." [The Well Project Leadership Exchange](#) provides novel opportunities to connect women living with HIV with leaders who lift up women's voices across the HIV community.

COLLABORATIVE ENGAGEMENT

The Well Project develops mission-aligned partnerships to advance common goals, including more than [40 collaborations](#) with some of the most influential organizations currently operating in the field. These relationships elevate each other's work, provide collaborative opportunities, and ensure that our endeavors add value by uniquely addressing gaps in current programming and resources.

WOMEN-FOCUSED RESEARCH

The Well Project identifies opportunities to advance the HIV research and policy agenda on women and ensure the implementation of evidence-based strategies, including the [Women's Research Initiative on HIV/AIDS \(WRI\)](#). The WRI is a key element of The Well Project's efforts to identify gaps for women in HIV prevention, treatment, and cure research and policy. This multidisciplinary, multisectoral effort brings together an extraordinary group of leaders to identify key opportunities to accelerate our understanding of HIV in women.

#missionvision

2020 AT-A-GLANCE



**FINANCIALLY
COMPENSATED**
**more
than 80
women**
LIVING WITH HIV

Convened
first-of-its-kind
THINK TANK on
**BREASTFEEDING
WITH HIV IN
NORTH AMERICA**

**Developed & disseminated
CONSENSUS STATEMENT
ON BREASTFEEDING
AND HIV** (endorsed by
44 organizations,
123 individuals)



CREATED, LAUNCHED, & HOSTED
14 SESSIONS OF
Stay Well at Home
with The Well Project



CREATED, LAUNCHED, & PRODUCED
5 SESSIONS OF
**The Well Project
Leadership Exchange**

DEVELOPED **3** NEW FACT SHEETS

Serodifferent Partners: Dating, Relationships, and Mixed HIV Status

Resources on COVID-19 Support, Advocacy, Gender and HIV

Women with Early Acquired HIV

*Developed extensive reporting on
AIDS 2020 AND HIV2020,
highlighting topics of interest and
importance to our community*

LAUNCHED

The Well Project Shop



BEGAN OFFERING
The Well Project content in Hindi

DEVELOPED AND SHARED

63 newsletters (weekly and monthly)
to more than **14,000** subscribers

**Provided Counsel to the
federal administration**
on being more inclusive
of women in End the HIV
Epidemic (EHE) efforts

**ESTABLISHED 4 NEW
ORGANIZATIONAL PARTNERSHIPS**

- The Center on HIV Law and Policy (CHLP)
- Positive People Network, Inc. • ETR
- International Community of Women Living with HIV-North America (ICW-NA)

AND MORE!

>3.7 MILLION REACHED
WITH ONLINE CONTENT + SOCIAL MEDIA

**NEARLY
20,000
MEMBERS**

**MORE THAN
22,000
SOCIAL MEDIA FOLLOWERS**



**HINDI FACT SHEETS:
108,000
PAGE VIEWS**

PUBLISHED 90 BLOGS
by women living with HIV

Named one of
**"THE BEST
HIV BLOGS
2020"**
by Healthline



TOP 10 COUNTRIES
Reached by The Well Project

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

COMPREHENSIVE LIBRARY OF WOMEN-FOCUSED HIV RESOURCES:

173 fact sheets (125 English, 45 Spanish, 3 Hindi)
54 slide sets (33 English, 21 Spanish)

**SPANISH
FACT SHEETS**
**>425,000
page views**

TOP 5 FACT SHEETS IN 2020

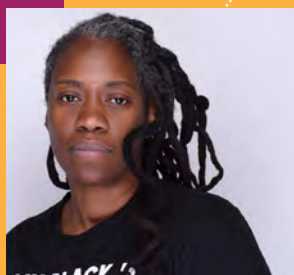
1. Sexually Transmitted Infections or Diseases
2. Oral Sex: What's the Real Risk? (Spanish)
3. What are HIV & AIDS (Hindi and English)
4. HIV-Related Pain (Spanish)
5. Oral Sex: What's the Real Risk? (English)

#ataq glance

COMMUNITY

Connection & Leadership in the Age of COVID-19

The Well Project is proud to have played a role in maintaining and increasing community connection and leadership throughout one of the hardest years many of us have faced. In addition to adapting our ongoing programming, we launched two new series that worked to bring people together and advance leadership, even as many of us remained profoundly isolated due to stay-at-home orders.



Gina Brown

Community Advisory Board chair and Women's Research Initiative on HIV/AIDS (WRI) member

"The Well Project recognized early in the COVID closures that women would/could isolate, which is not healthy for us. The Stay Well at Home series was exactly what I needed to get through these trying times."



Ciarra Covin

Program Coordinator

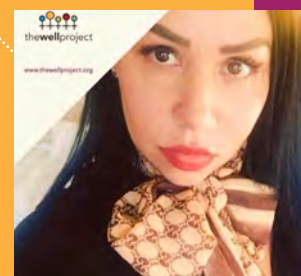
"The Well Project kept me connected and in the loop during this pandemic. Before I joined The Well Project, nothing on my resume said that I could lead, and now I'm a leader, even during these unsure times."



Jyoti Dhawale

Community Advisory Board member

"The Well Project's online resources were a boon for those trying to cope with lockdown, including The Well Project's webpage, which has been a big help when it comes to counselling/seeking advice, because it is FREE and also because it is always up-to-date."



Maria Mejia

Global Ambassador and Community Advisory Board member

"The Well Project helped me in my moments of solitude and isolation throughout 2020! We have a huge support system there and, as I have always said, a sisterhood that looks out for each other. The Well Project goes beyond any organization I have encountered!"

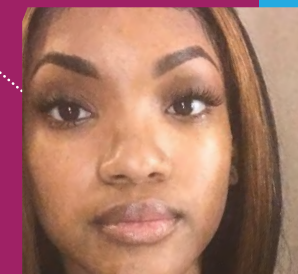
Less than a month after those orders went into place, we launched Stay Well at Home with The Well Project, a bi-weekly video/chat series featuring women living with HIV sharing positive approaches to help navigate the isolation and other challenges caused by the COVID-19 pandemic. The series provided our community with a way to stay connected while taking a collective mental health break. And in August 2020 we introduced The Well Project Leadership Exchange, a series connecting HIV thoughtleaders to explore one another's work, activism, and personal experiences. The series was a creative approach to continue connecting leaders and learning from one another during unusual and challenging times.



Abosede Olotu

Global Ambassador and Community Advisory Board member

"The year 2020 is a year that most of us will never forget. The Well Project Stay Well at Home series not only met my emotional needs, but also my physical, psychological, and psychosocial needs."



Ieshia Scott

Community Advisory Board member

"The Well Project's response to the COVID pandemic reminded me why I initially joined the organization. This was a difficult time for many of us; the initial fear for health, uncertain finances, and concerns with employment, housing, utilities and transportation, but The Well Project was innovative and met us in our homes, providing new and effective ways to connect, when we missed each other's presence."



Masonia Taylor

Community Advisory Board member

"The Well Project gave me a sense of normalcy and safety during the pandemic. Space for freedom of expression without judgement, support around my traumas, and leadership opportunities during a time of despair. I felt hopeful because of their willingness to uphold us leaders and give us a momentum of hope."



Kate Willingham

Community Advisory Board member

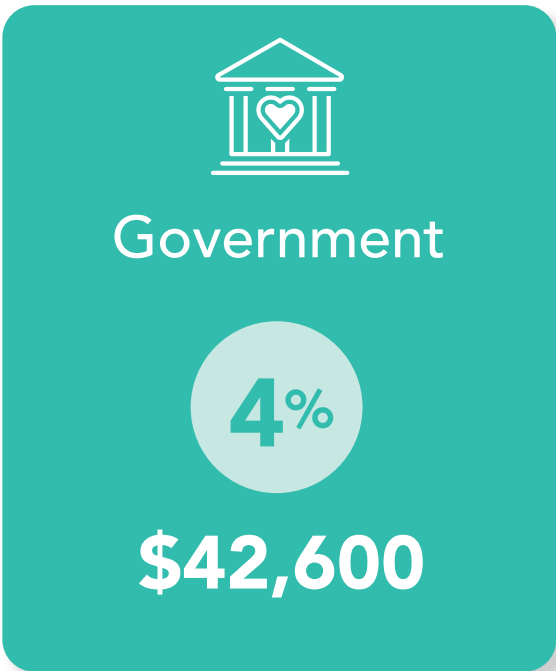
"2020 was a horrible year, between our starkly divided communities; unrest across the country; and the raging death toll of the COVID-19 pandemic. For much of the year, I sunk into depression and despair, but it was in The Well Project community that I found healing, hearing the stories of others and sharing my own through A Girl Like Me."

social
distancing

self
care

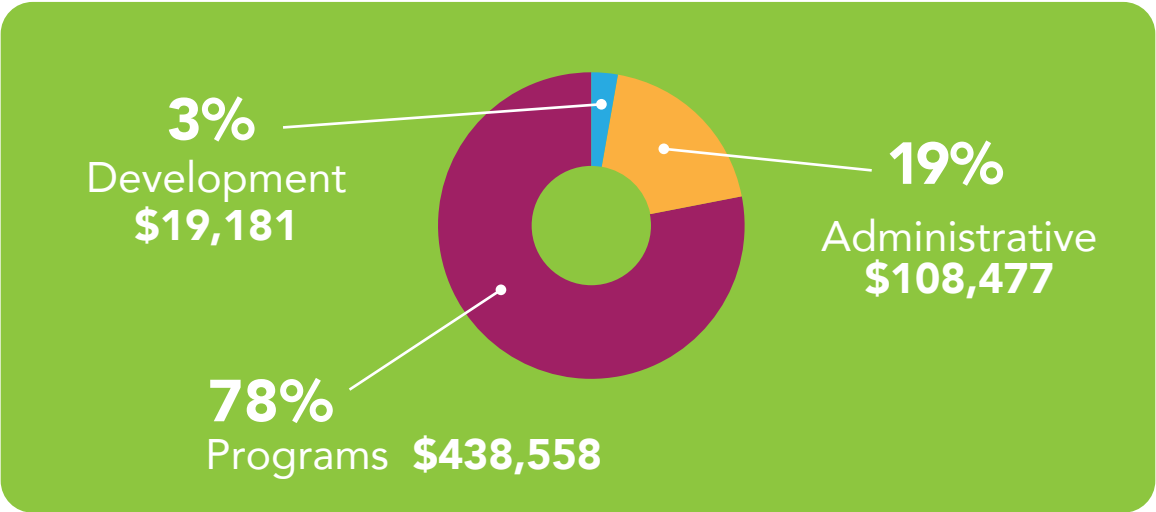
SOURCES OF REVENUE

Total=\$1,068,073



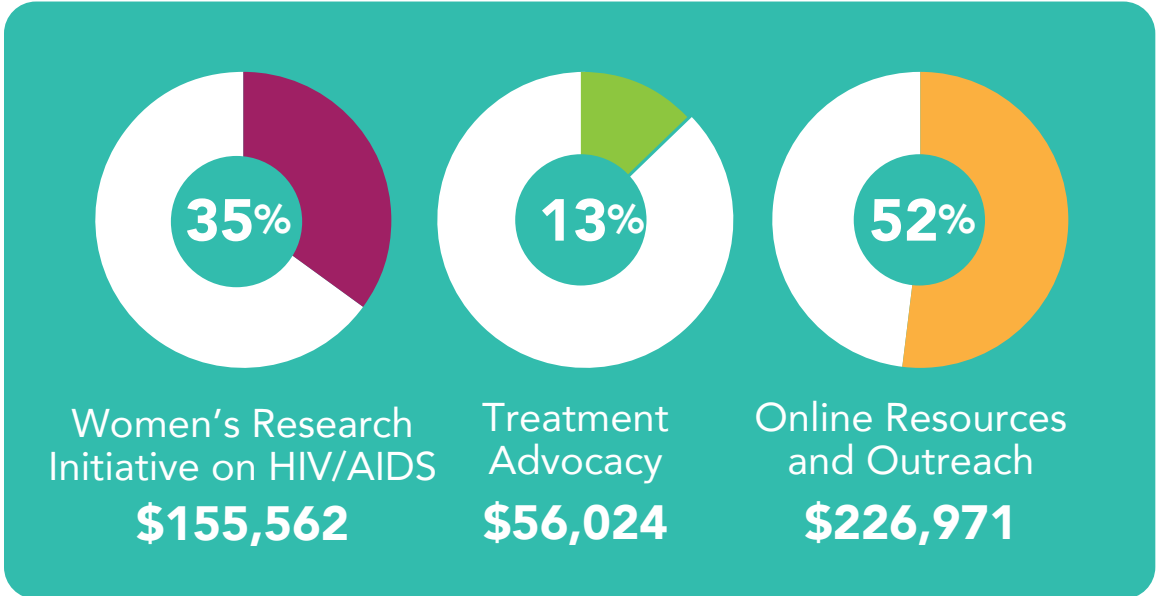
EXPENDITURES BY FUNCTION*

Total=\$566,215



EXPENDITURES BY PROGRAM

Total=\$438,557



**Does not include non-cash expenditures from in-kind donations of \$537,829.*

#financials

2020 SUPPORTERS

FUNDERS

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

- Amazon Smile
- Allstate Cybergrants
- CAF America (Charities Aid Foundation America)
- Dick and Sandi Averitt Foundation
- Gilead Sciences
- Janssen Therapeutics
- Merck
- ViiV 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 are honored and humbled to collaborate with some of the most important organizations in the HIV community:

- Advocates for Youth
- AIDS Foundation of Chicago
- AIDS United
- Arianna's Center
- Association of Nurses in AIDS Care (ANAC)
- ATHENA
- AVAC
- Black AIDS Institute
- Christie's Place
- Empowered/Greater than AIDS
- ETR
- Grapevine Health
- HIVE
- Housing Works
- International Community of Women Living with HIV North America (ICW-NA)
- Iris House
- Life and Love with HIV
- National Black Leadership
- Commission on AIDS, Inc.
- National Working Positive Coalition
- Please Call Me By My True Names
- Positive People Network
- Positive Support
- Positive Women's Network – USA
- POZ
- Prevention Access Campaign (U=U)
- SisterLove, Inc.
- SMART
- The Afiya 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
- Visual AIDS
- Women's HIV Program at UCSF
- WORLD

DONORS

The Well Project's fundraising drives increase awareness about the organization, expand our funding base, and support our programs. We greatly appreciate everyone who was able to make a donation in 2020.

- Erika Aaron
- Fred Abbey
- Mark Abramson
- Ada Adimora
- Ashley Akins
- Charity Allen
- Karen Ammentorp
- Matt Ammentorp
- Kathryn Anastos
- Lesley Ann
- Nicholas Antoon
- Mor Aprik
- Zered Ashby
- Harry Auerbach
- Judith Auerbach
- Ruth Auerbach
- Dawn Averitt
- Dick Averitt
- Richard Averitt
- Hussain Aweiss
- Penny Back
- Cornelius Baker
- Pam Bandy
- Sherry Banks
- Zara Bartels
- Kev Baxter
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- Lisa Beck
- Angus Beckles
- Sarah Bedford
- Dee and Ward Bell
- Krista Bodah
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- Patrice Francis
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- Gail Goddard
- Melissa Gonzales
- Leina Goodman
- Ilana Greenberg
- Matt Grushon
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- Marie Huie
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- Amberly Jaquess Lopez
- James Jasper
- Stacy Jo
- Karen Jobes-Davis
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- Ann Kaplan
- Ally Keck
- Patrick Kelly
- Mark King
- Vivian King
- Yolanda Kirk
- JeanMarie Kleppick
- Liz Krauss
- Anna Lamberts
- Tia Larson
- Jeannette Levenstein
- Anthony Lopez
- Eddy Machtinger
- Heather Mai Marley
- Mary Mans
- David Mariscal
- Joe Marslandoner
- Krista Martel
- Larissa Martell
- Melia Martinez
- Manon Matchett
- Tina Mathews
- Jeffrey Mccall
- Maria Mejia
- Michael Messner
- Megan Montagne
- Gail Montelius Baum
- Allen Moorhead
- Kristy Moorhead
- Linda Nagaoka
- Mitchel Nebelong
- Sanova Newsome
- Betty Noel
- Morgan Noelle
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- Amy Parham
- Beth Pastor
- Jacquelin Poorman
- Anna Lisa Porak Waddell
- Tonia Poteat
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- Michelle Pyle
- Tina Renee
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- Abby Ria
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- Reinhold Schmitz
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- Kathleen Van Dyk
- Pat Vanname
- Fulvia Veronese
- Celeste Watkins-Hayes
- Lisa Weatherby
- Tracy Weaver
- Andrea Weddle
- Dean Westman
- Liz Wiegardt
- Charles Wilson
- Jesse Winfrey
- Kofi Woodley
- Jeanne Zachry Martel
- Lisa Zaragoza
- Julie Zaydfudim

LEADERSHIP

(as of July 1, 2021)

Team

- **Kelly Bower**, operations manager
- **Jenna Conley**, communications director, WRI director
- **Ciarra Covin**, program coordinator
- **Jyoti Dhawale**, global ambassador
- **Olivia G. Ford**, editorial director
- **Darlene Harden-Fuller**, art director
- **Juliana Hawawini**, director of operations and online resources
- **Barbara Jungwirth**, consulting editor
- **Theresa Mack, MD, MPH**, medical editor
- **Krista Martel**, executive director
- **Maria Mejia**, global ambassador
- **Abosede Olotu**, global ambassador
- **Lauren E. Richey, MD, MPH**, medical editor

Board of Directors

- **Judith D. Auerbach, PhD**, board vice chair, University of California, San Francisco
- **Dawn Averitt**, founder
- **Richard Averitt**, co-founder, Digital ReLab
- **Abby Charles**, board secretary, Institute for Public Health Innovation
- **Vignetta Charles, PhD**, board treasurer, ETR
- **Jennifer Kates, PhD**, Kaiser Family Foundation
- **Kim Reed**, Reed International Law and Consulting
- **Linda H. Scruggs**, board chair, Ribbon Consulting Group
- **Melissa Tischler**, Lippincott

Community Advisory Board (CAB)

- **Kimberly Canady**, New York, United States
- **Gina Brown, MSW**, Louisiana, United States, CAB chair
- **Porchia Dees**, California, United States
- **Jyoti Dhawale**, India
- **Marissa Gonzalez**, Florida, United States
- **Arianna Lint**, Florida, United States
- **Maria Mejia**, Florida, United States
- **Abosede Olotu**, Nigeria
- **Bridgett Picou**, California, United States
- **Ieshia Scott**, Florida, United States
- **Destiny Smith**, Iowa, United States
- **Masonia Traylor**, Georgia, United States
- **Katie Willingham**, Alabama, 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
- **Linda H. Scruggs**, Ribbon Consulting Group
- **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:

#EducationandInformation

#CommunitySupport

#AdvocacyandLeadership

#CollaborativeEngagement

#WomenFocusedHIVResearch



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The Well Project



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888-616-WELL



Visit [The Well Project Shop](http://TheWellProjectShop.org) to get cool swag while supporting the organization!



PLEASE [CLICK HERE](#) to make a tax-deductible donation or contact info@thewellproject.org for more information on how to support The Well Project.

#connect

#communityconnection

#buildingleadership

#thewellproject.org