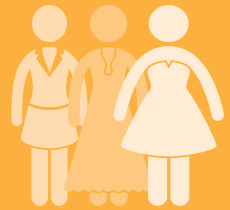


ANNUALREPORT2013

#changingthecourse



"The Well Project has demonstrated  
that **technology** is a  
**powerful tool** in the **fight**  
against HIV/AIDS. Evolving  
our resources is **essential** to  
broaden our **reach** and deepen  
our **impact**."

---

DAWN AVERITT, FOUNDER OF THE WELL PROJECT



#CHANGINGTHECOURSE

## Letter From The Chair

**More than a decade after The Well Project was founded in 2002**, it seemed prudent to ask ourselves some challenging questions: Are we helping women around the world? What is our impact? Are we filling an unmet need?

We had many discussions with our stakeholders, including users, bloggers, partners, supporters, and advisors. We learned that while much has changed, some things have not. Women around the world remain profoundly and uniquely affected by HIV. A lack of access to information exacerbates and perpetuates HIV infection among women and girls. As they increasingly access technology through computers and mobile phones, the need for easy-to-understand, accurate, current information on HIV/AIDS written for and focused specifically on women and girls remains vital.

We also learned that our users want more social interactivity and better functionality. And so we devoted 2013 to mapping our future: reinforcing our foundation, assessing our impact, maximizing our resources, and expanding our global footprint.

You'll learn more in the coming pages, but here we want to highlight our new leadership. Krista Martel became our executive director this fall. Her work in HIV began in 1995, shortly after her sister was diagnosed with HIV, and she has since largely focused her career on advocating for women living with HIV. Richard Averitt, who co-founded The Well Project in 2002 with his sister Dawn Averitt, "officially" rejoins the organization as chair of the board.

We are very excited to share our 2013 accomplishments -- without you, none of what we do would be possible.

Thank you,

Richard Averitt  
chair of the board

Krista Martel  
executive director

**#research**

**#community**

**#information**



## Mission and Vision

**The Well Project is a non-profit organization whose mission is to change the course** of the HIV/AIDS pandemic through a unique and comprehensive focus on women and girls. We aim to accomplish this by focusing on three critical gaps related to women and HIV:

- **Information access:** develop and provide information that can increase women's access to health care, engagement with providers, and treatment success
- **Community support:** offer support and advocacy development initiatives to address stigma, discrimination, and the need for enhanced leadership for women and girls
- **Targeted research:** undertake research efforts that address the gaps and challenges related to women and HIV

The Well Project was founded in 2002 by Dawn Averitt and her brother Richard Averitt with the belief that every woman and girl has the right to quality, current information about HIV/AIDS. Dawn was diagnosed with HIV in 1988, and has since become a prominent HIV/AIDS treatment advocate.

In the more than 10 years that we have been in operation, The Well Project has revolutionized the availability and accessibility of important and relevant information designed specifically for women and girls living with HIV. The evolution of technology and emerging ways that people access information have not only dramatically increased the reach of The Well Project's resources, they have also exponentially expanded our impact. We assess this impact on an ongoing basis and have been able to demonstrate the far-reaching effects of providing current, accurate information along with an online social support community, including:

- Decreased isolation and self-stigma
- Increased self-esteem and quality of life
- Improved overall health care experiences for women and girls

The Well Project is now poised to become the go-to global hub for women and girls living with HIV/AIDS, as well as those seeking information on prevention. We are pleased to be working toward our ultimate objective of providing women across the globe with access to culturally relevant information about HIV/AIDS in their own native languages.

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

**#mappingourfuture**



# The Building Blocks of 2013

**This year, The Well Project deeply investigated** where we wanted to take the organization. When The Well Project was founded in 2002, we were primarily a U.S.-based resource, but today, nearly 80 percent of our more than one million annual visitors come from outside the United States. The changing make up of our visitors prompted soul-searching, in an effort to make certain that we are best serving our diverse, global audience. We took this opportunity to reaffirm our commitment to provide culturally relevant content and ensure that our technology is accessible to women around the world. Thus, 2013 became the year of “the building block,” as we began the important process of advancing our mission to the next stage.

## REINFORCING OUR FOUNDATION

As The Well Project looked to expand our programming and scope in 2014 and beyond, we needed to strengthen our foundation and core competencies. In October, we announced the appointment of our new executive director, Krista Martel. Krista formerly served as The Well Project’s director of online services and has been with the organization since 2009. She brings nearly 20 years of leadership, community building, and passion to her work in HIV/AIDS, with a specific commitment to addressing the needs of women and girls.

The Well Project also added three thought-leaders to its board of directors, including Judith Auerbach, Ph.D., Kyeh Kim, and Karen Wirth. These board members bring deep knowledge of social science, marketing, and global development to the organization. Each of them also brings a commitment to the fight against HIV/AIDS among women. Judith is a public sociologist, independent science and policy consultant, and an adjunct professor in the school of medicine at the University of California, San Francisco; Kyeh is the deputy vice president for the infrastructure, environment, and private sector division at the Millenium Challenge Corporation; and Karen is a visiting scholar at the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. Their decades of diverse and unique experience complement the rich expertise of our current board members and will help advance the organization’s ambitious agenda.

The addition of these valuable team members reflects The Well Project’s commitment to evolving into a truly global organization that serves the many needs of women across the world.



**80%** of our **users share**  
**information** they find at  
**The Well Project** with others,  
**reaching** approximately  
**15 million** people.

**#reachoneteachone**

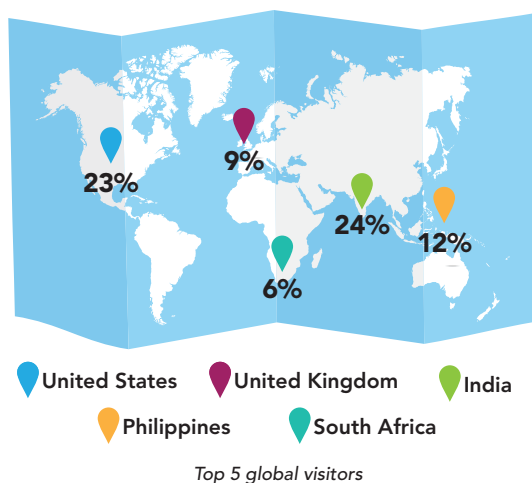




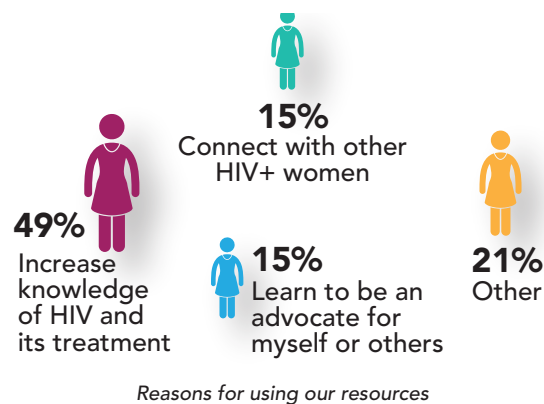
# Assessing Our Impact

**They say that in order to know where you're going,** you have to know where you've been. The Well Project utilizes a variety of tools to learn who our visitors are, how they use The Well Project, and the ultimate impact that our resources have. As we prepared to undertake significant changes to our website and programming, we conducted a series of surveys and assembled an international community advisory board of women living with HIV, all of which provides us with deep insights into the needs and habits of our users, as well as the impact of our programs.

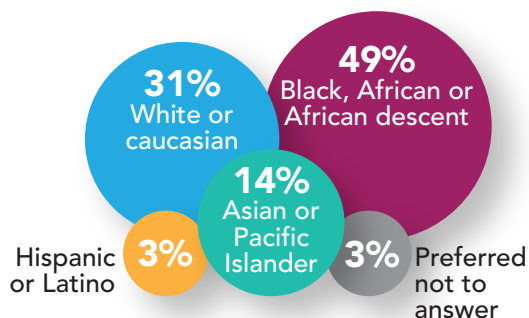
## #where



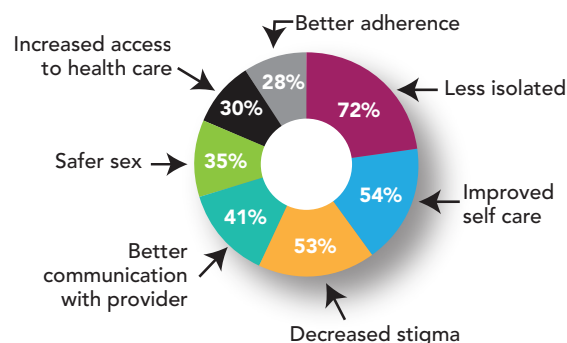
## #why

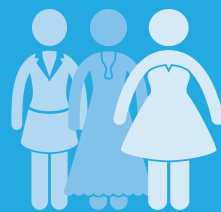


## #who



## #impact





“For the **first time**  
since being **diagnosed**,  
**I feel** as though I am **part**  
**of something.**”

---

KATE, OHIO

**#notalone**



# Maximizing Resources

**The Well Project is a global hub for programs and resources that help women** overcome the inequalities, barriers, and stigma that contribute to the epidemic among women.

## THE WELL PROJECT WEBSITE

The website has always been the cornerstone of The Well Project. We develop and provide information that can increase women's access to health care, improve engagement with providers, and optimize treatment success. Our award-winning web portal provides easy-to-understand, accurate, current information on HIV/AIDS for women and girls and attracts more than 1 million unique visitors each year from every country in the world. The site features more than 150 articles covering medical, personal, and cultural topics related to HIV-positive and negative women and girls.

This year we undertook an initiative to expand our reach, including broader access to web content and improved social connectivity. The resulting upgrade will be launched in 2014 and will ensure that The Well Project retains its status as the premier resource for information and tools on women and HIV.

## SOCIAL OFFERINGS

The Well Project offers community support and advocacy development initiatives that address stigma, discrimination, and the need for enhanced leadership for women and girls. Our unique blog, *A Girl Like Me*, acts as an online global support community, enabling women and girls with HIV to share their stories and experiences in a safe place. The blog features more than 20 active bloggers, representing diverse experiences from the United States, South Africa, India, Uganda, Nigeria, Namibia, and the United Kingdom.

Based on feedback to our 2013 survey regarding our users' desire and need for additional social interactivity, we investigated cutting-edge technology and web platforms that will enable us to further strengthen our online community.

## RESEARCH AMONG WOMEN

We explore the remaining gaps and challenges in HIV research among women through The Women's Research Initiative on HIV/AIDS (WRI), a program of The Well Project. The WRI is a think tank of HIV thought leaders who represent clinical care, research, academia, advocacy, government, industry, and women living with HIV, with the goal of elevating, enhancing, and expediting HIV treatment and prevention research on women and girls. In 2013, the WRI focused on *creating enduring engagement of women in HIV research and care* across the HIV continuum of care, highlighting the reasons for gaps in women's HIV care and treatment and identifying successful strategies to address them.



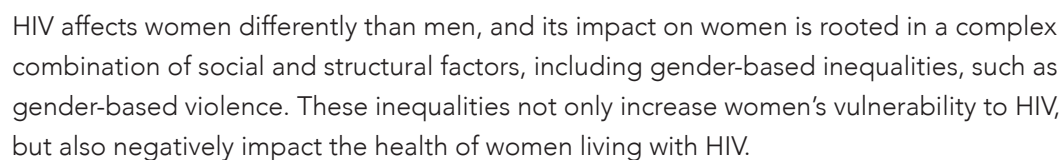
“Using **technology**, we can  
give more **girls and women** the  
tools they need to **build**  
a **brighter future** for  
themselves and the **world**.”

---

– KATHY CALVIN, PRESIDENT AND CEO  
OF THE UNITED NATIONS FOUNDATION



**Making The Well Project's resources accessible to women around the world** is critical to our planned expansion. Women continue to be profoundly affected by the epidemic, representing more than half of all people living with HIV worldwide, or more than 17 million HIV-positive women around the world. Globally, HIV is the leading cause of death among women of reproductive age, and Michel Sidibé, executive director of UNAIDS says that "every hour 50 young women become newly infected with HIV."



#GLOBALIMPRINT / 11

# What's Next?

In 2013, The Well Project mapped out an ambitious and achievable vision for our future. As you've read here, we enlisted the insights of partners, supporters, and users; identified and implemented new leadership; and began building the infrastructure to launch The Well Project into the next phase of our development.

Over the coming year, our goal is to help women and girls improve their quality of life, move along the HIV continuum of care, and improve their emotional, mental, and physical health outcomes. We aim to provide women with all the tools necessary to optimize their HIV care.

In 2014, we will do that in a variety of ways:

- **Improved and increased access to HIV information:** Most importantly, we will launch a new website that will dramatically increase our functionality and global reach, providing us with a stable technological platform to develop and disseminate HIV information in a number of languages.
- **Community building and advocacy development:** The new site will incorporate a fresh look, cleaner structure, and new features to enhance social connectivity and broaden our community of support, including a more streamlined connection with the *A Girl Like Me* blog.
- **Advancing the research agenda:** The Women's Research Initiative on HIV/AIDS will address the role that violence and trauma play for women across the HIV continuum of care.
- **Increased outcome measurement:** We will implement new methods that will allow us to better track the impact of our programs on our users' overall health and quality of life

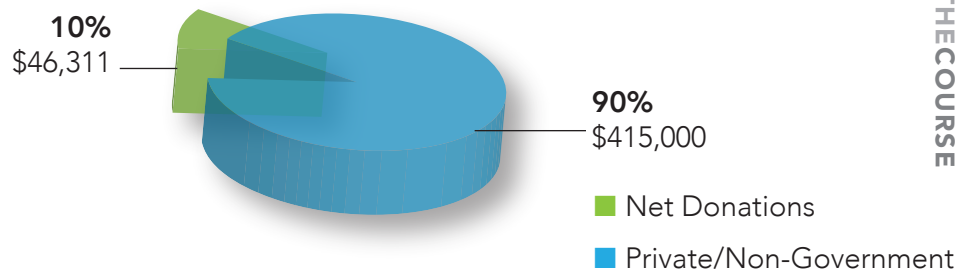
We expect 2014 to be another banner year for The Well Project, and we're thrilled to have you along for the ride.



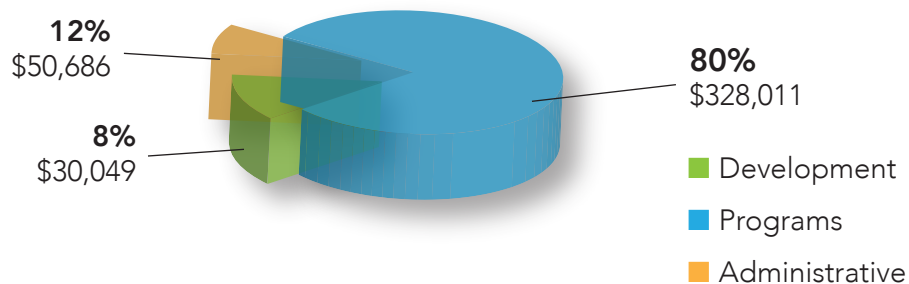
#CHANGINGTHECOURSE

# Financial Overview

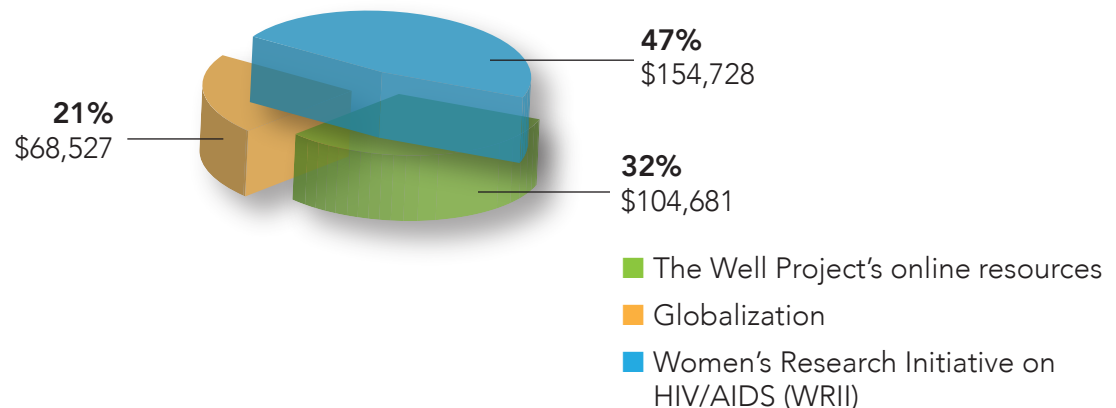
## SOURCES OF REVENUE



## EXPENDITURES BY FUNCTION



## EXPENDITURES BY PROGRAM



# Supporters

## FUNDERS

The Well Project gratefully acknowledges the generous support of our funding partners through unrestricted grants and donations in 2013.

- AbbVie
- Bristol-Myers Squibb
- Gilead Sciences, Inc.
- Google Grants
- Janssen Therapeutics
- Merck & Co., Inc.
- ViiV Healthcare – Positive Action Program

## 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.

- ATHENA Network
- Christie's Place
- Empowered/Greater Than AIDS
- National Black Leadership Commission on AIDS, Inc.
- National Women and AIDS Collective (NWAC)
- Please Call Me by My True Names
- Positive Women's Network – USA
- SisterLove, Inc.
- The Women's Collective
- TheBody.com
- U.S. Women and PrEP Working Group
- Until There's a Cure

# #thank





#CHANGINGTHECOURSE

## DONORS

In October, The Well Project launched our first major fundraising campaign targeting private donors, in an effort to help pay for a technology upgrade and redesign of our web portal. We are extremely grateful for the generous donations from our friends, family, colleagues, and website users that helped us achieve our goal of \$25,000 and enabled us to secure an additional \$25,000 in matching grants.

### \$12,500

Anonymous

### \$5,000

Anonymous

Bristol-Myers Squibb

Foundation

Mary D. Fisher

### \$1,000

Anonymous

Nicholas Roxborough

### \$500

Adrian67

Anonymous

Ron Falcon

Philip Gordon

Martel Design and

Fabrication

Charles Scott

### \$440

Anonymous

### \$250

Anonymous

Carrie Foote

Jeannette Levenstein

Jeanne Martel

### \$200

Deborah Cooke

Maura Riordan

### \$100

Pat Amphora

K Anastos

Judith Auerbach

Louisa Averitt

Richard Averitt

Valerie & Scott Averitt

Abby Charles

Jean Clement

John Crittenden

Judith Currier

Kelly Dingle

Della and Robert

Heitzman

Rosalie Kerr

Roberta LaVezzi

Caroline Mitchell

Christer Odebjer

Kirk Smith

Fulvia Veronese

### \$50

Karen Ammentorp

Kate Bennis

Jennifer Brownstein

Richard Colver

Robert Greenwald

Michael Heitzman

Judy Isikow

Linda M. Smith and

John Klupsak

Beverly Lacey

Jen Lee

Amy K. Parham

Lori DeLaitsch Parisi

Kim Reed

Pauline Rohrer

William Scheld

Patricia Smail

Norma Starankovic

Penelope Stipanovich

Kimberly Struble

Celeste Watkins-Hayes

Karen Wirth

Renee Zipprich

### UNDER \$50

Anonymous

Michael Arnot

Elizabeth Baudhuin

Mary Borloglou

Sophie Bridge

Isabella Carvalho

Sandra Cheng

Cicifox

Alyssia Cursi

Rebecca Denison

Neal DePersia

Ekbaudhuin

Rebecca Firesheets

Sandra Gallagher

Juliana Johnson

Robert Johnson

Tadhg Kelly

Rosalie Kerr

Sarah Magid

Kerrie Manthey

Colleen Mitchell

N. Mulrine

Annie Oberfield

Kristian Odebjer

Julie Price

Maria Fechtmuller-Read

C. Shuler

Melissa Sawyer

Robert Thorn

Carah Whaley

Debbie Westman

### UNSPECIFIED AMOUNT

Dawn Averitt

Trevor and Elaine Budd

Drmt1

Kenneth G High

Jennifer Kates

Agnes Schrider

Beth Pastor

Proxy PR

Kate and Ethan

Zuckerman



# Leadership

## OUR TEAM

**Kelly Bower**, operations manager  
**Yuree Jong Choi**, intern  
**Jenna Conley**, communications consultant  
**Jennifer Johnsen, MD, MPH**, managing editor  
**Juliana Hawawini Johnson**, web coordinator  
**Krista Martel**, executive director  
**Susan Richardson, FNP**, medical editor

## 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  
**Maura Riordan**, AIDS United  
**Valerie Scott**, The Strategic Continuum Company  
**Karen Wirth**, University of North Carolina, Chapel Hill

## COMMUNITY ADVISORY BOARD

**Kate Borloglou**, United States  
**Jyoti Dhawale-Surve**, India  
**Monica Johnson**, United States  
**Phiwe Mchunu**, South Africa  
**Maria Mejia**, United States  
**Bose Olotu**, Nigeria  
**Sonia Rastogi**, United States

## 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**, Office of the U.S. Global AIDS Coordinator



**#FindUs**

### **#information**

[www.thewellproject.org](http://www.thewellproject.org)

### **#community**

[www.girllikeme.org](http://www.girllikeme.org)

[facebook.com/thewellproject](https://facebook.com/thewellproject)

[twitter.com/thewellproject](https://twitter.com/thewellproject)

### **#research**

[www.womensresearchinitiative.org](http://www.womensresearchinitiative.org)

### **#mobile**

Mobile app available on iOS and Android

### **#contact**

[update@thewellproject.org](mailto:update@thewellproject.org) / 888-616-WELL

### **#support**

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).





**#onewomanatatime**

