

Committed to Our Values

THE WELL PROJECT 2024 ANNUAL REPORT



Letter from Our Executive Director

This report is being developed in the midst of extraordinary upheaval for our community. Among many other injurious and devastating actions taken by the current administration, federal funding for HIV research, treatment, and prevention has been drastically diminished; women's bodily autonomy is under attack; and the trans community is losing access to life-saving healthcare. **In a setting in which the future of HIV programming and research around the world is uncertain, The Well Project is doubling down on our commitment to women living with and vulnerable to HIV across the gender spectrum.** It is clear to us that our focus on evidence-based information, community support, advocacy, collaboration, and women-focused research is more important than ever.



As we share our work from 2024, it feels especially timely to highlight our elucidation of The Well Project's values. While strong values have always been a driving force of The Well Project, in 2024 we concretized those values for the first time. We did this by engaging in a series of discussions with our brilliant and passionate staff, community advisory board (CAB), and board of directors, to help us best articulate The Well Project's commitments and motivations. We are proud to center these values and the people in our community in this annual report.

As we look to the future, we appreciate this opportunity to reiterate our commitment to remaining responsive to our community, to continuing to address gaps as they emerge in this new context, and to living our values. We remain honored to do this work in partnership with all of you.

In solidarity,

A handwritten signature in cursive script that reads "Krista Martel".

Krista Martel, Executive Director



Mission and Vision

Mission: 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 across the gender spectrum.

Vision: The Well Project envisions 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.

**CHANGING THE COURSE
of the HIV epidemic...**



one woman at a time

The Well Project's Five Core Values

**Women-led
response**



**Community
at the heart**



**Evidence-based
and always learning**



**Collective
power**



**Centering those
most impacted
by HIV**



Learn more about The Well Project's values from some of the essential voices in our community.

➔ www.thewellproject.org ➔

Why Our Work Matters

Globally, HIV remains the leading cause of death among women of reproductive age

Women and girls:
more than half
of all people living
with HIV

**Women of trans
experience:**
66x more likely to
live with HIV than the
general population

Black women and Latinas:
nearly 80% of US women
living with HIV, despite being
only one quarter of the
female population

Despite these statistics, women remain consistently underrepresented in the HIV response.

With ongoing threats to women's health and well-being, The Well Project's leadership, advocacy, community support, and evidence-based work are needed now more than ever.



What We Do



Education and Information

Updated **74% of 151** English
and **59% of 86** Spanish fact sheets

NEWSLETTERS (English and Spanish)
reached **>750,000** people

Developed **12** conference updates

Created provider resources integrating HIV
prevention into women's wellness, including
infographics & **conversation guide**



Developed **6** new fact sheets:

- 1** What Health Screenings Can Help Me Age Positively? / ¿Cuáles exámenes de salud pueden ayudarme a envejecer positivamente?
- 2** US Immigration and HIV: The Basics / Inmigración a EE.UU. y VIH: Información básica
- 3** Immigration to the US, Women, and HIV: Facts and Resources / Inmigración a EE.UU., mujeres y VIH: Hechos y recursos
- 4** Mental and Behavioral Health, Women, and HIV / Salud mental y conductual, mujeres y VIH
- 5** Black Women, Racism, and HIV in the US
- 6** Collected Resources by and for Black Women Living with HIV

View a full list of [our 2024 accomplishments](https://www.thewellproject.org).

HIGHLIGHTS FROM

Community Support

Published **98 BLOGS** on
A Girl Like Me / Una Chica Como Yo

Maintained **2 private Facebook groups**
providing resources and community around
aging and infant feeding

HOSTED 5 community-led
virtual events

Engaged regularly with **7,700+** website
members and **25,000** social media followers

*"The Well Project is more than
just a community—it's a movement that
transforms lives. Its unwavering support and vital
resources empower women to take control of their
health, share their voices, and uplift one another.
Being part of this community reminds me that
no woman should navigate HIV alone
—we are stronger together."
—Louise Wallace, CAB member*

Webinar #1 in our 7-part series
HIV Advocacy: Awareness in Action
Thursday, November 7, 2024
12:00 pm ET | 9:00 am PT

WATCH! 2.0
Women's Advocacy and Treatment Coalition on HIV

a girl like me LIVE
A PROGRAM OF thewellproject

EPISODE 31
National HIV Testing Day
Wednesday, June 26
from 12 - 1 pm ET

Hosted By:

Ciarra "Ci Ci" Covin
Bre Azanedo
Ashley Cason
Heather O'Connor

Tune in for this important discussion on The Well Project's Facebook and YouTube pages!
Register Today at bit.ly/AGLMLive31

View a full list of our 2024 accomplishments.

→ www.thewellproject.org ←

Advocacy and Leadership Development

**Engaged 12-member
Community Advisory Board**

**5 abstracts authored by women living with
HIV accepted for conference presentation**

**Provided 58 compensated opportunities
for women living with HIV (outside of staff)**

**Facilitated participation of women living
with HIV in 10 national and international
scientific and advocacy conferences**



***"I was able to connect to people on an international level and talk openly about the lack of conversations in healthcare around sexual pleasure and body autonomy.... It really made me feel that I was on the right side of healthcare."** – Kim Canady, AIDS 2024 conference write-up*

View a full list of [our 2024 accomplishments](https://www.thewellproject.org).

Collaborative Engagement

60 partnerships

**with mission-aligned groups
and organizations**

7 new partners

**working across sectors and
populations, including: HIV, aging,
research, lifetime survivorship, infant
feeding, STIs, leadership development**

**11 collaborations
with partners**

**on presentations, events, and
publications**



*Director of Programs
Ciarra "Ci Ci" Covin
co-presented with community
partners (SERO, CHLP,
PWN-USA, ICW-NA)
at 2024 USCHA session on
criminalization and HIV*



*Executive Director
Krista Martel and
Editorial Director Olivia
G. Ford attended
community partner
Center for HIV Law and
Policy (CHLP)'s 20th
Anniversary celebration*

View a full list of [our 2024 accomplishments](https://www.thewellproject.org).

Women-Focused HIV Research

Women's Research Initiative on HIV/AIDS (WRI):

Hosted meeting on *"Role of Policy in Access to HIV Research and Services Among Women Living with and Vulnerable to HIV"*

Published *"Implications of Federal and State Policy on HIV Research and Services for Women Living with and Vulnerable to HIV"*

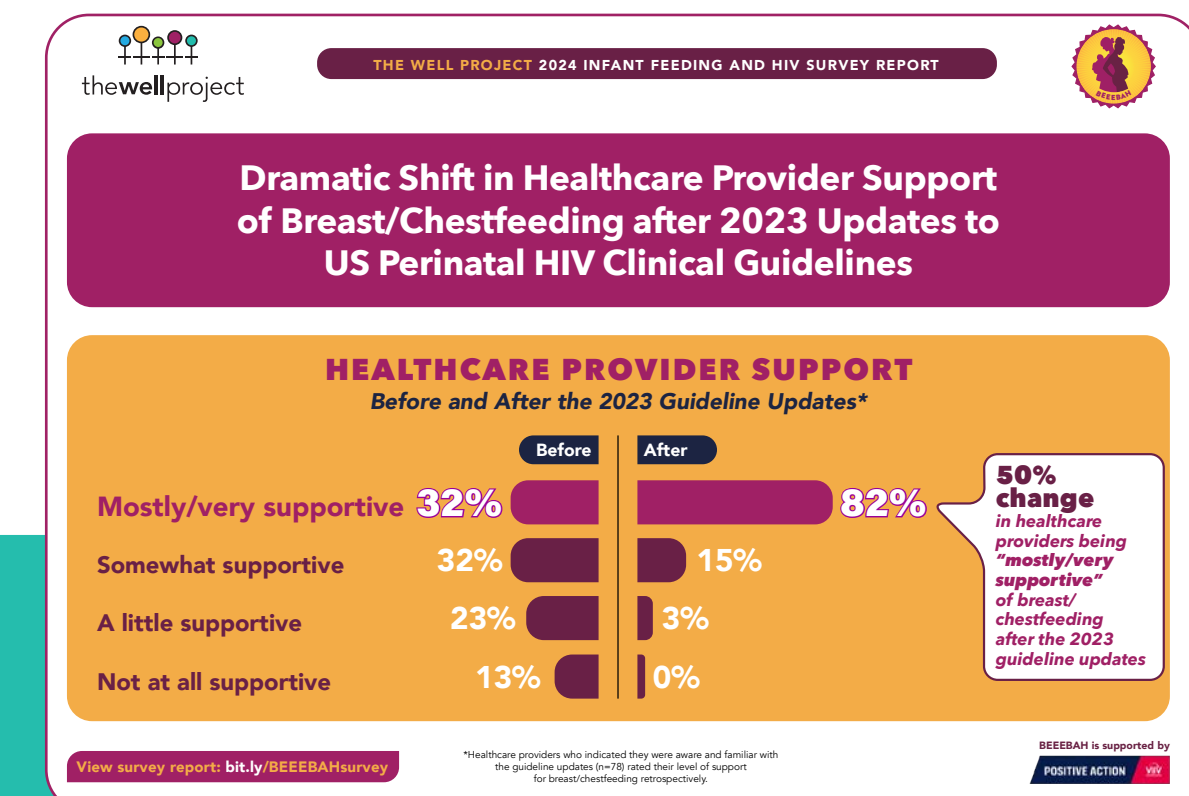


"This was, undoubtedly, the best research meeting I have attended.... The topics were interesting and relevant, the content experts were engaging and inspiring, and, of course, the community created during this meeting was pure magic. The integration of diverse perspectives led to really meaningful (and organic) conversations around the intersections of research, service delivery, and advocacy that would not have otherwise emerged." – **WRI 2024 participant**

Community partner/subcontractor and member of protocol team for **IMPAACT 2046/UPLIFT on HIV and infant feeding**

Conducted 2024 Infant Feeding and HIV Survey

and disseminated report outlining dramatic shift in provider support around infant feeding and HIV after 2023 HHS guideline updates



View a full list of [our 2024 accomplishments.](#)

Our Programs



A Girl Like Me LIVE is an interactive, livestreaming series that advances key topics related to health and wellness education among women living with and vulnerable to HIV.



BEEBAH (Building Equity, Ethics, and Education on Breastfeeding and HIV) increases knowledge and expands access to information around breast/chestfeeding and HIV. [BEEBAH en español](#)



SHE/HER/THEY (Sexual Health Education/HIV Empowerment Resources/Treating HIV Equally) improves engagement in care, health outcomes, and well-being for women living with and vulnerable to HIV while promoting language justice and holistic wellness. [SHE/HER/THEY en español](#)



The Well Project Leadership Exchange connects HIV thoughtleaders to explore one another's work, activism, and personal experiences.



The Women's Research Initiative on HIV/AIDS (WRI) is a multidisciplinary and multisectoral effort dedicated to identifying gaps and recommending solutions for women in HIV prevention, treatment, and cure research and policy.



WATCH! 2.0 (Women's Advocacy and Treatment Coalition on HIV) is a treatment advocacy webinar series that emphasizes a women-led response to the HIV epidemic.



Women Like Us – Aging Positively increases health and wellness among women aging with HIV by increasing social connectedness and access to relevant health information. [Mujeres Como Nosotras: en español](#)

Who We Are (as of July 2025)

TEAM

Kelly Bower, Operations Manager
Jenna Conley, Communications Director, WRI Director
Ciarra Covin, MS, HS-BCP, Director of Programs
Jyoti Dhawale, Global Ambassador
Olivia G. Ford, Editorial Director
Darlene Harden-Fuller, Art Director
Juliana Hawawini, Director of Online Resources
Theresa Mack, MD, MPH, Medical Editor
Krista Martel, Executive Director
Maria Mejia, Global Ambassador
Abosede Olotu, Global Ambassador
Bridgette Picou, LVN, ACLPN, Stakeholder Liaison
Lauren Richey, MD, MPH, Medical Editor
Harmony Zorio, Consulting Editor

BOARD OF DIRECTORS

Allison Agwu, MD, ScM
Johns Hopkins University

Judith D. Auerbach, PhD
Board Vice-Chair
University of California San Francisco

Dawn Averitt
Founder
The Well Project

Richard Averitt
Co-Founder
Starchive.io

Abby Charles, MPH
Board Secretary
Institute for Public Health Innovation

Jennifer Kates, PhD
KFF

Aryah Lester

Linda H. Scruggs, DHL, MHS, LPC
Board Chair
Ribbon Consulting Group

Melissa Tischler
Board Treasurer
Lippincott

COMMUNITY ADVISORY BOARD

Kimberly Canady, New York, US
Ashley Cason, Florida, US
Justine Davenport, Georgia, US
Jyoti Dhawale, India
Marissa Gonzalez, CAB Co-Chair, Florida, US
Marcya Gullate, Alabama, US
Tiommi Jenae Lockett, Arkansas, US
Maria Mejia, Florida, US
Heather O'Connor, Virginia, US
Angel Stetson, Florida, US
Lynette Trawick, Maryland, US
Louise Wallace, CAB Co-Chair, UK

WRI ADVISORY GROUP

Nancie Archin, PhD
University of North Carolina at Chapel Hill

Judith D. Auerbach, PhD
University of California San Francisco

Dawn Averitt
The Well Project

Jennifer Kates, PhD
KFF

Linda H. Scruggs, DHL, MHS, LPC
Ribbon Consulting Group

Andrea Weddle, MSW
HIV Medicine Association

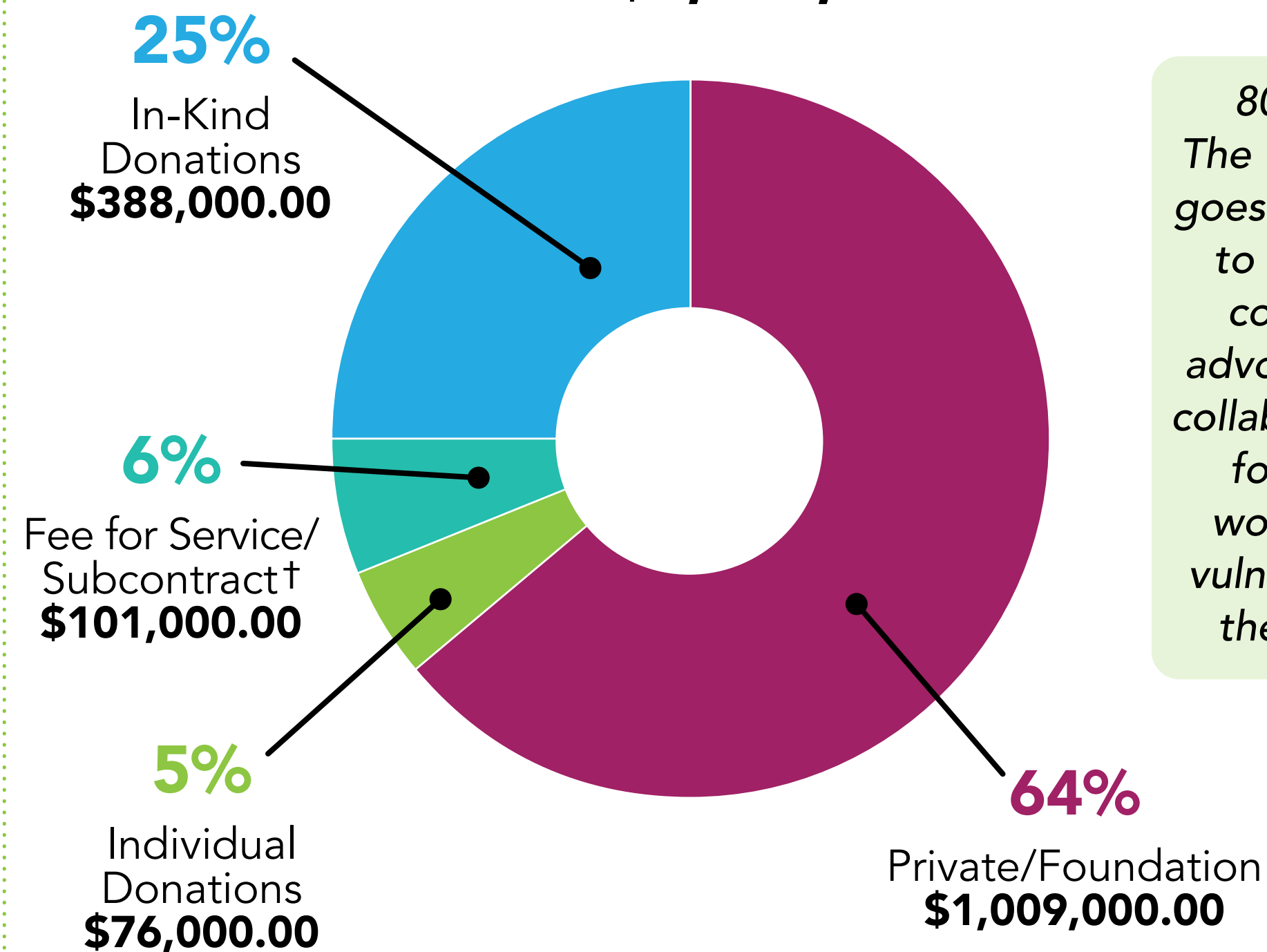


Financial Overview

Financials for this report are calculated on a cash basis for the 2024 calendar year, which may differ from audited financial statements which are calculated on an accrual basis. Figures are rounded to the nearest thousand.

Source of Revenue

Total: \$1,574,000

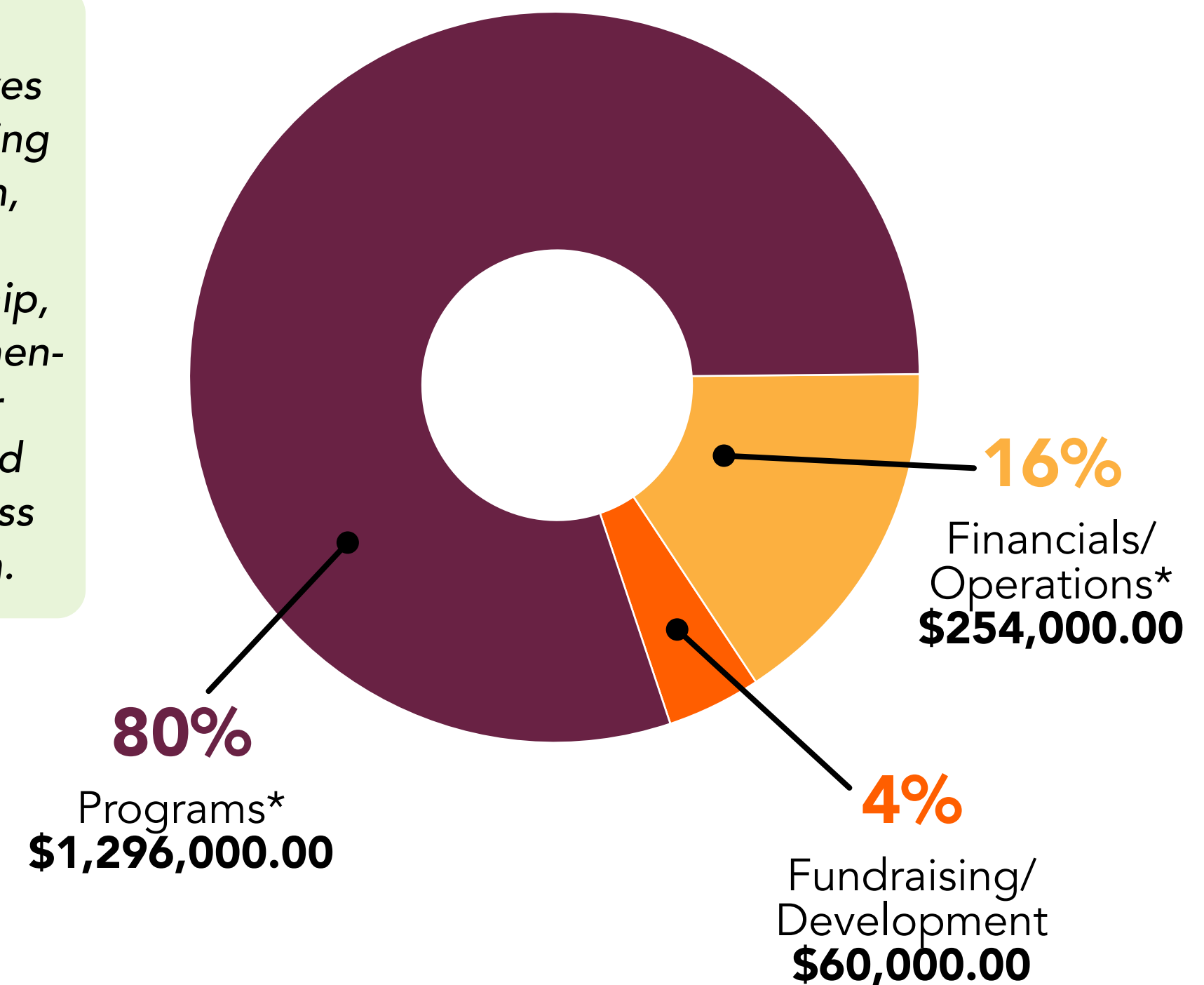


†Fee for service/subcontracts were through academic institutions (50%) and non-profit organizations (50%).

80% of every dollar The Well Project receives goes to our programming to advance education, community support, advocacy and leadership, collaboration, and women-focused research for women living with and vulnerable to HIV across the gender spectrum.

Expenditures

Total: \$1,611,000



*Includes in-kind expenditures

Thank you to our 2024 Supporters!

Funders and Major Donors

We are profoundly grateful to the funders and major donors who help make our work possible.

**Gilead Sciences
Janssen**

**Merck
ViiV Healthcare**

**Dick and Sandi Averitt
Anonymous
The Monarch Impact Fund**

In-Kind Donors

We deeply appreciate the following individuals and organizations who donated their services to The Well Project:

**Allison Agwu, MD, ScM
Judith D. Auerbach, PhD
Richard Averitt**

**Ashley Cobb
Google Ad Grants
Kate Powis, MD**

**Eileen Scully, MD, PhD
Underwood & Roberts, PLLC**

Individual Donors

*Thank you to all of those who participate in our annual fundraising drive. For a complete list of individual donors, please **[click here](#)**.*

Learn more and support our work!

Access our resources at www.thewellproject.org



SUBSCRIBE TO NEWSLETTERS!



DONATE TODAY!
Your support is needed more now than ever!



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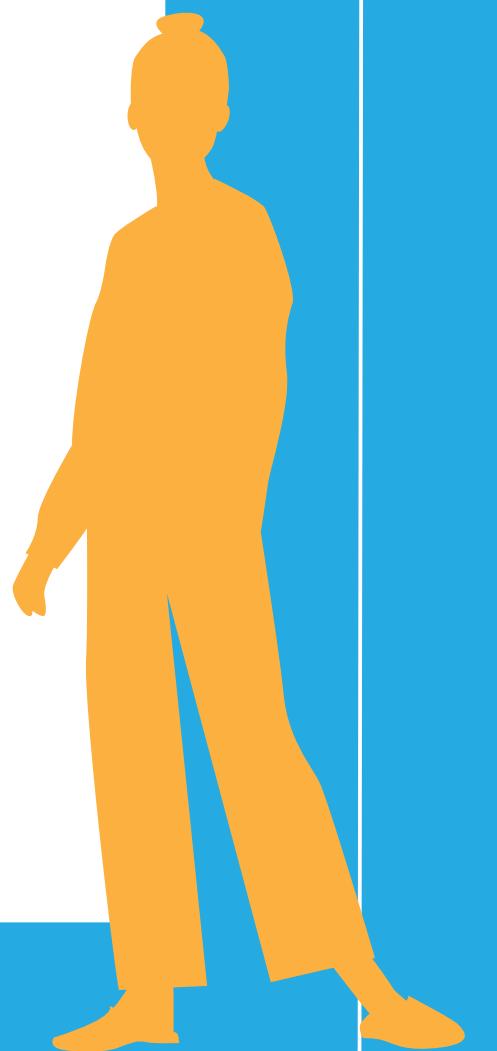


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→ www.thewellproject.org ←





Images are from our Hearts and Minds series; [click here](#) to read more!