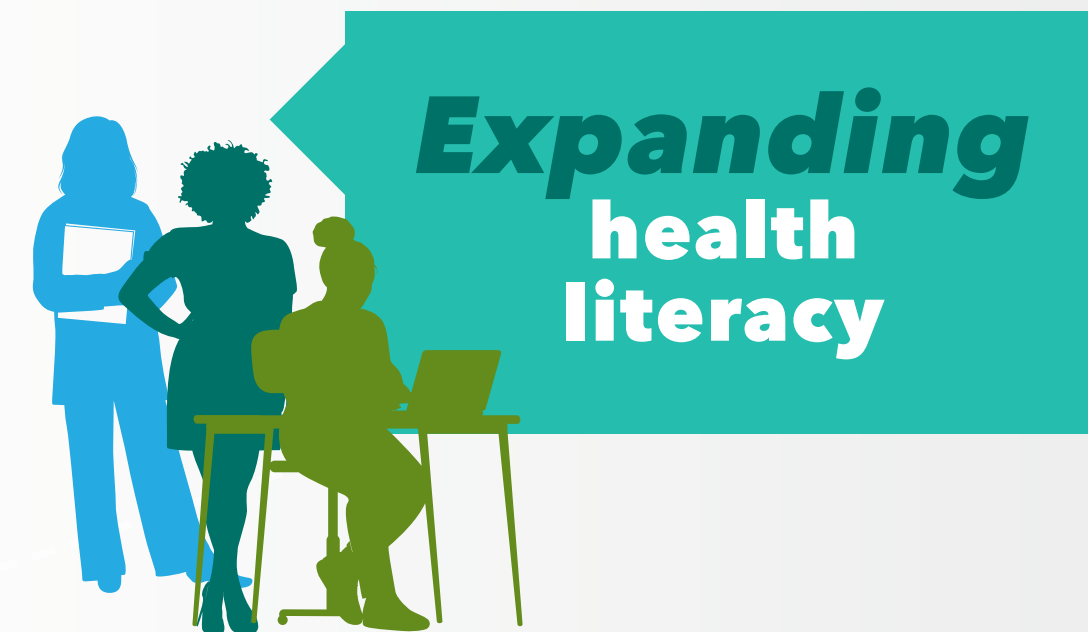




The Well Project
2025 Annual Report

 thewellproject

Driving Impact and Positive Change



**Improving
linkage to and
engagement
in care**



**Enriching
quality
of life**



**Enhancing
community
engagement**

**Increasing
participation
in advocacy
and research**



Letter from Our Executive Director

The Well Project has been a leader addressing the needs of women living with and vulnerable to HIV across the gender spectrum for more than 20 years. This leadership has never been more necessary than it is today, as we endure a second year of US federal government cuts to the HIV research, services, and protections that are critically needed by the communities we serve. The government's actions have severely curtailed the availability of evidence-based information, education, and research around HIV, and undermined its standing as a reliable resource. The Well Project has long been a trusted and widely accessed resource; we are resolved to further fill the ensuing gap created by this administration.

Evidence demonstrates that our resources deliver essential, measurable services to women that help improve their health outcomes and quality of life, among other indicators. As we share our work from 2025, we are excited to highlight the ways that our outcomes-oriented work impacts women living with and vulnerable to HIV.

- **Expands health literacy:** Our online library of up-to-date, women-centered HIV information reached ~4 million individuals around the world in the last year alone
- **Improves linkage to and engagement in care:** We disseminate information on trusted providers and institutions as well as linkage to services and local community organizations
- **Enhances community engagement:** Our resources foster community support, improving mental health, social connectedness, and agency
- **Enriches quality of life:** For decades, we have modeled a whole-woman approach that goes beyond viral suppression and attends to all measures of women's health and well-being
- **Increases participation in advocacy and research:** Our efforts and cross-sector collaborations equip women living with HIV to advocate for themselves and their communities and engage with research

As challenging as the present is for so many in our community, I continue to find hope in the work our amazing team accomplishes every day and in the interactions and collaborations we have with you, our valued community. We remain steadfast in our commitment to our values and advancing this work in partnership with all of you. Even amid these dark days, together we can envision and build a brighter future.

In solidarity,



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 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 1/2
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
less than 1/3 of the female
population

Despite these disturbing statistics, women remain consistently underserved and underprioritized in the HIV response

As the US government cuts funding for HIV research and eliminates vital information from their formerly comprehensive resources, The Well Project's independence and longstanding trust from key stakeholders (including women living with and vulnerable to HIV, researchers, healthcare providers, educators, and others) make us a digital lifeline for accurate, evidence-based resources.

What We Do



Driving Impact and Positive Change

Research shows that The Well Project's resources directly impact women in a multitude of ways:

Expanding health literacy:

- Increased knowledge of HIV and its treatment (81%)
- Knew difference between science-based information and misinformation (78%)
- Knew how HIV specifically affects women (72%)

Enhancing community engagement:

- More likely to collaborate with other women living with HIV (80%)
- More connected to community of support (78%)
- Less likely to experience HIV self-stigma (74%)

Improving linkage to and engagement in care:

- More likely to talk with providers about medication options, concerns, side effects (81%)
- More likely to take their medications as prescribed (76%)
- Improved relationship(s) with healthcare provider(s) (71%)

Enriching quality of life:

- Felt more valuable as a person (79%)
- Felt less isolated (70%)
- More likely to practice self-care (68%)
- More likely to seek out care for mental/emotional/behavioral health (65%)

Increasing participation in advocacy and research:

- More likely to advocate for others living with HIV (81%)
- More likely to advocate for themselves (80%)
- More likely to join an advisory board for an HIV organization (69%)

Education and Information

UPDATED
Fact sheets:
111 English
60 Spanish

UPDATED
Slide decks:
35 English
24 Spanish

Published and disseminated
29 articles including **nine** conference updates

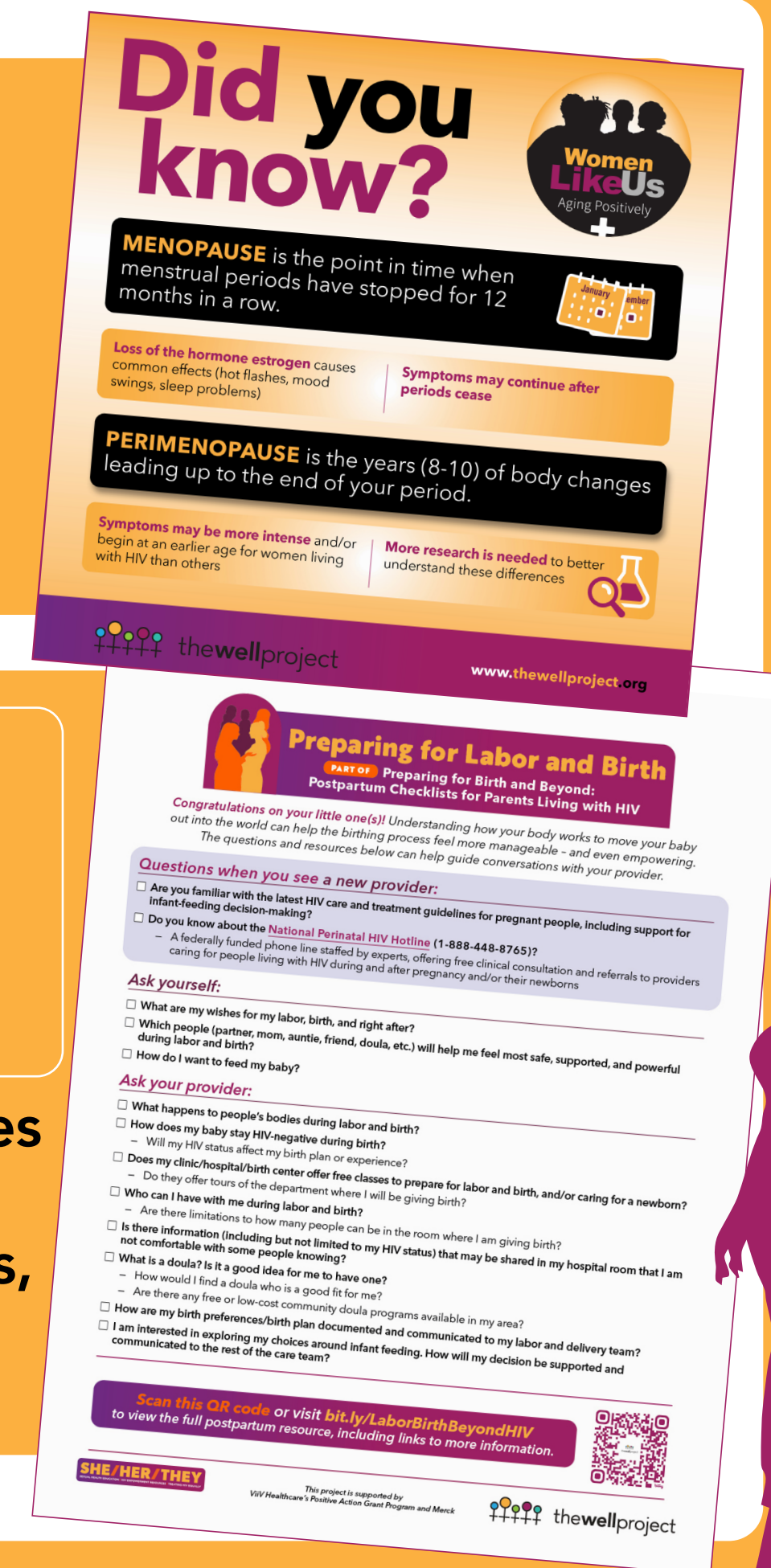
Authored four new fact sheets (English and Spanish):

- Shingles and HIV / Culebrilla y VIH
- Preparing for Labor and Birth / Preparándose para el parto y el nacimiento
- Preparing Your Home and Community / Preparación de su hogar y su comunidad
- Postpartum Visits to My Providers / Visitas posparto a mis proveedores

Created a series of
menopause
infographics
(English and Spanish)

Reached
~4,000,000
people

with our educational resources
through our website,
newsletters, printed materials,
and social media platforms



Community Support

Published **101 blogs** on *A Girl Like Me / Una Chica Como Yo* (91 English/10 Spanish)

Maintained and promoted **two private Facebook groups** around aging with HIV and infant feeding with HIV

"The Well Project not only acknowledges and affirms women of transgender and non-binary experience, but also celebrates their existence. The organization is very intentional about the language they use on their website and in their programs reflecting that affirmation, and they commit themselves to growing and improving this practice and becoming more inclusive in their language." –The Well Project CAB member

Hosted **11 community-led live virtual events** (*A Girl Like Me LIVE, WATCH 2.0, Menopause roundtable*)

Engaged frequently with **>8,000 website members** and nearly **16,000 social media followers**

Maintained **active listserv** for infant feeding and HIV (~400); **launched new listserv** for HIV cure research and women (~90)

The graphic features the 'thewellproject' logo at the top. Below it, a grid of photos shows the event's participants: a 'Women Like Us' logo, a 'MODERATOR' (Bridgette Picou, LVN, ACLPN), and 'PANELISTS' (Kim Canady, Heather O'Connor, Dottie Rains-Dowdell, D.H.Sc., and Shema Tariq, PhD FRCP). A QR code is also present. The event details at the bottom specify the date as Thursday, November 20, 2025, at 11 AM ET / 8 AM PT / 4 PM UK, with the link bit.ly/HIVMenopauseRoundtable. The title of the event is 'HIV and Menopause Roundtable: What We Know and What We Need to Know', and it is part of 'The Well Project LEADERSHIP EXCHANGE'.

Advocacy and Leadership Development

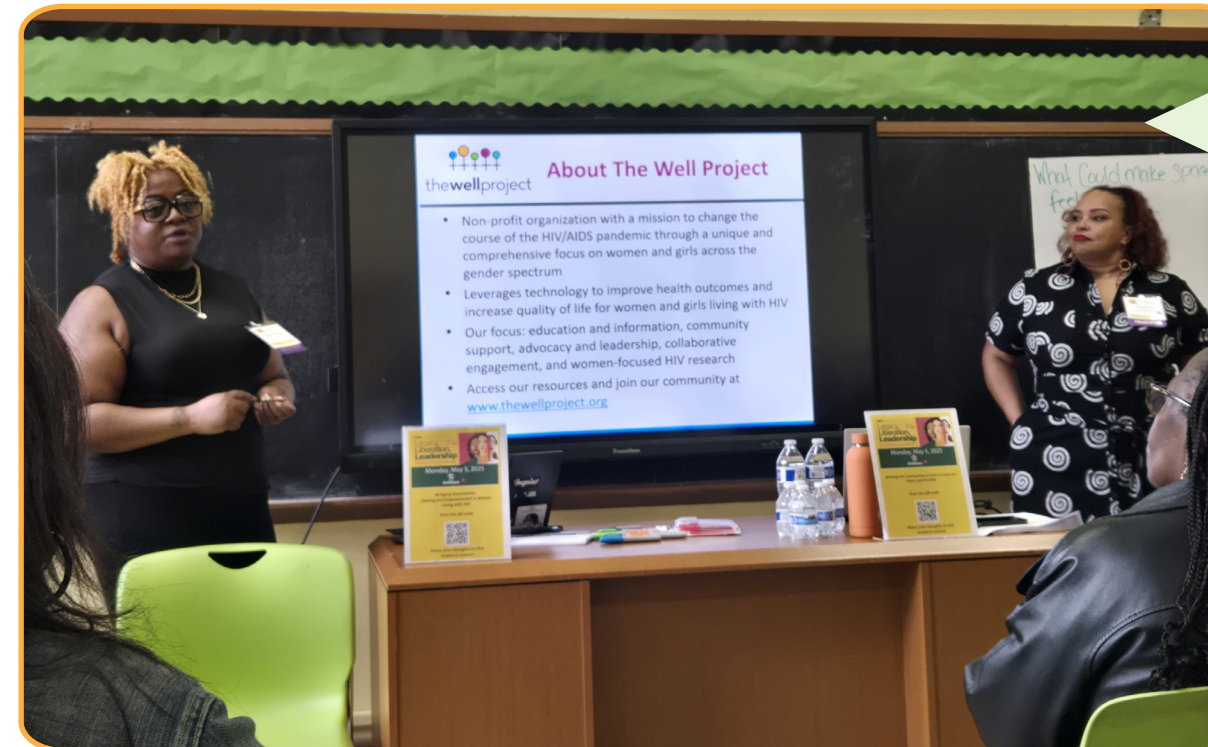
**Engaged 13-member
Community Advisory Board**

**Provided 94 compensated opportunities
for women living with HIV (outside of staff)**

**Facilitated participation of women living with HIV
in seven conferences including CROI, International
Workshop on Women and HIV, USCHA, and more**

*"The information that I am learning within the **SHE/HER/THEY** programming has been transformative for my life. Getting the chance to speak with other leaders inside and outside of the HIV field who also see this as a problem has been life changing. Yes, I want to take care of my HIV but I also want to take care of, and find pleasure in, other things too!" – **The Well Project CAB member***

**Had six abstracts co-authored by women living
with HIV accepted for conference presentations**



The Well Project team and CAB members presenting on aging across the lifespan at 2025 Iris House Summit

The Well Project team members, CAB member, and frequent collaborator presenting on sexual health and pleasure at 2025 USCHA



Collaborative Engagement

Maintained nearly **60 partnerships** with mission-aligned organizations through regular communications and virtual/in-person meetings

Initiated engagement with **2 new potential partners** working at the intersections of maternal-child health, aging, research, and HIV

Engaged in **19 collaborations** with partners on presentations, events, and initiatives



The Well Project team members were exhibitors, presenters, and advisors for the Women as the Face of AIDS Summit, hosted by our partner Iris House



The Well Project executive director Krista Martel with partners from Iris House and Positively Aware, among others

Women-Focused HIV Research

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

HOSTED MEETING ON

"Evolving Landscape of Women and HIV Cure"

PUBLISHED

"Bolstering HIV Cure Research in the Current Political Context: A Statement from The Well Project and the Women's Research Initiative on HIV/AIDS"



"The WRI approach of including investigators (basic, clinical, and social science) together with advocates, community members, and people living with HIV is critical to advancing a person-centered HIV cure agenda, and for me, made WRI uniquely special compared to other meetings."
– **WRI 2025 participant**

 thewellproject
A Survey on Language and HIV Care
for Women Living with HIV

We invite you to participate
in an important anonymous survey called
WORDS MATTER:
Experiences of Stigmatizing Language
Among Women Living with HIV

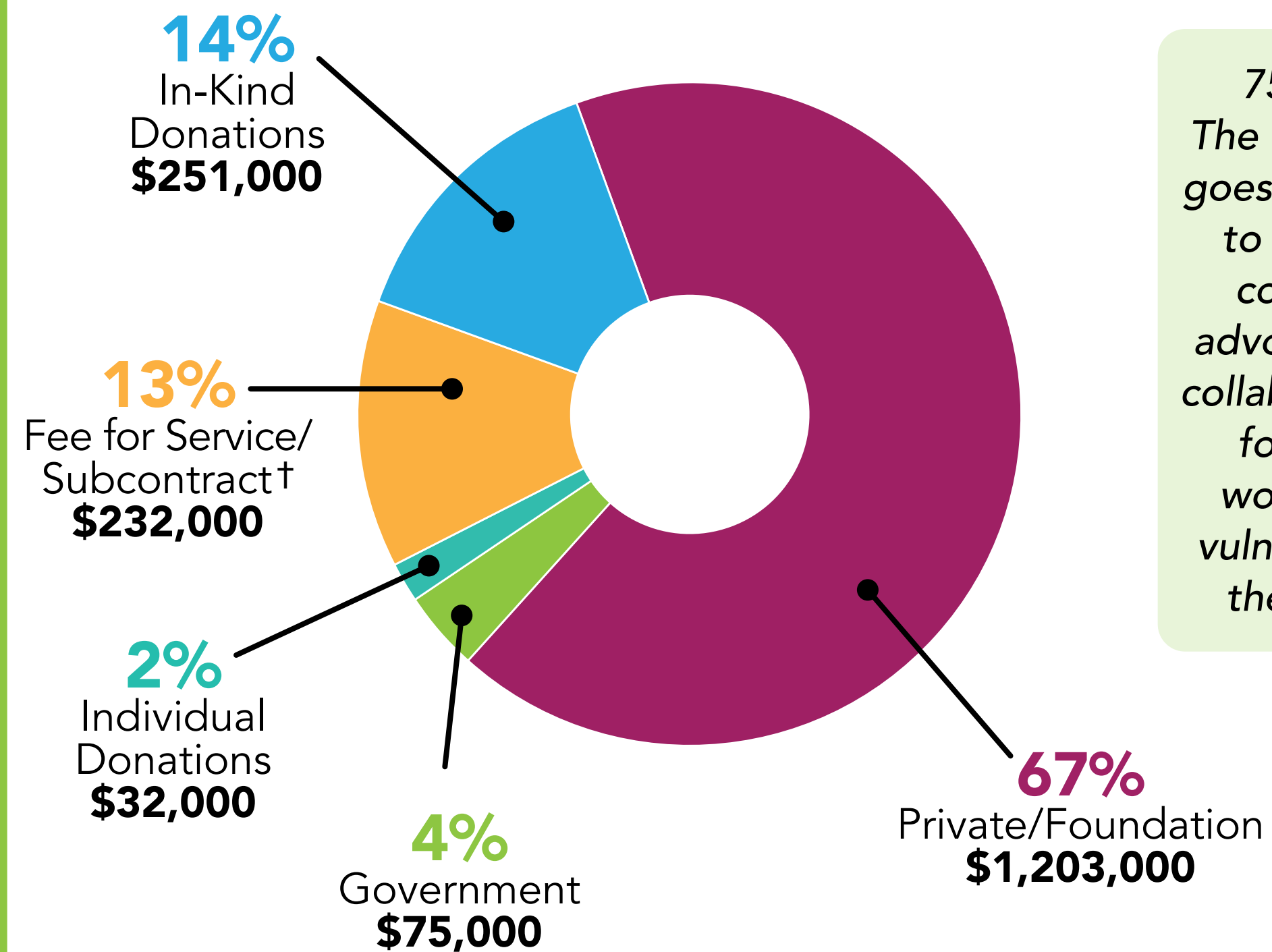
Developed and disseminated IRB-approved
**"Words Matter: The Impact of Language
on Healthcare Experiences" survey**

Engaged in **4 federally funded research projects + grant development** with academic partners related to infant feeding & HIV, menopause & HIV, PrEP & Black women, and lifetime survivors

Financial Overview

Source of Revenue

Total: \$1,793,000

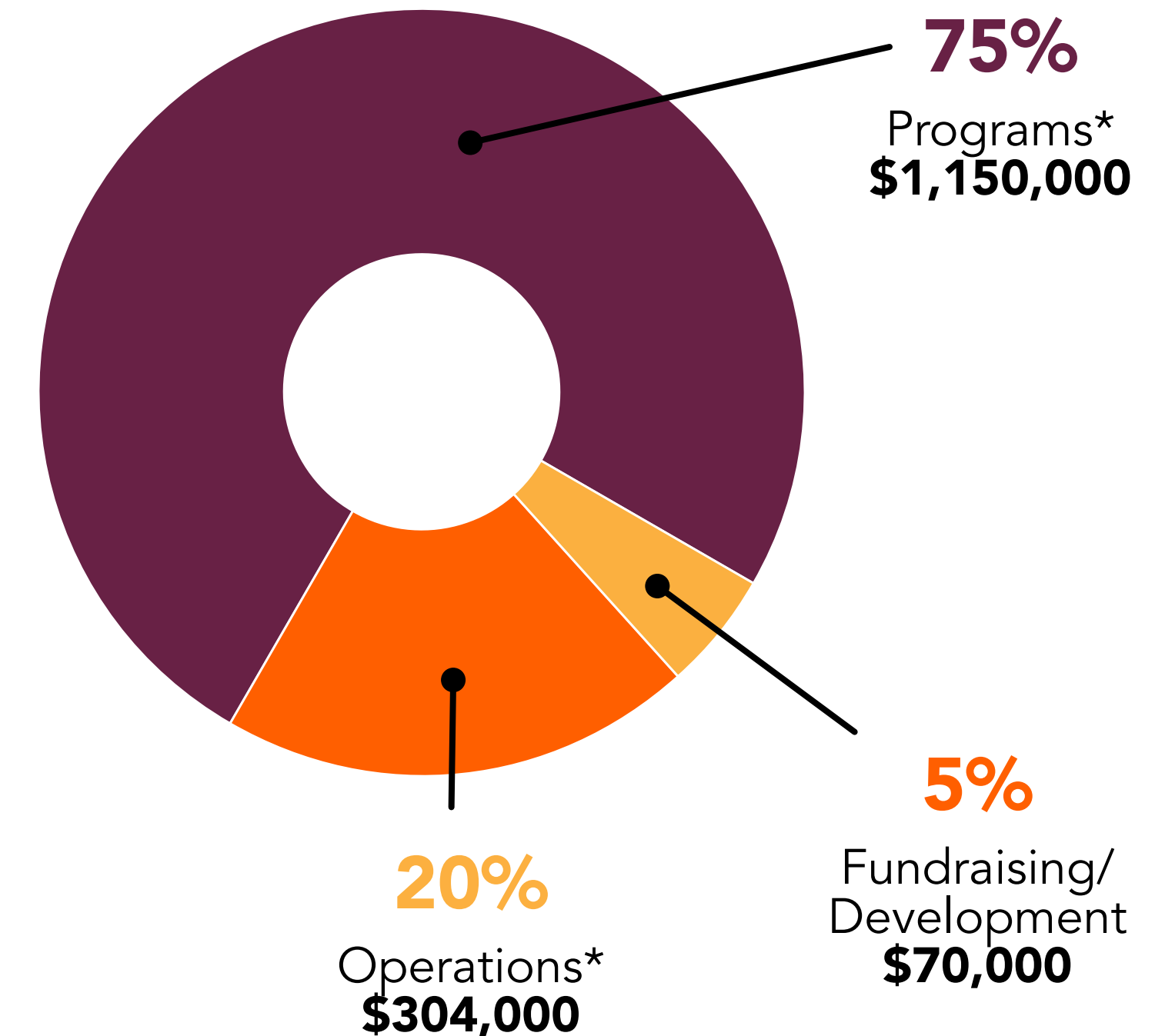


†Fee for service/subcontracts were primarily through academic institutions and non-profit organizations.

75% 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: \$1,524,000



*Includes in-kind expenditures

Our 2025 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.



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 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.



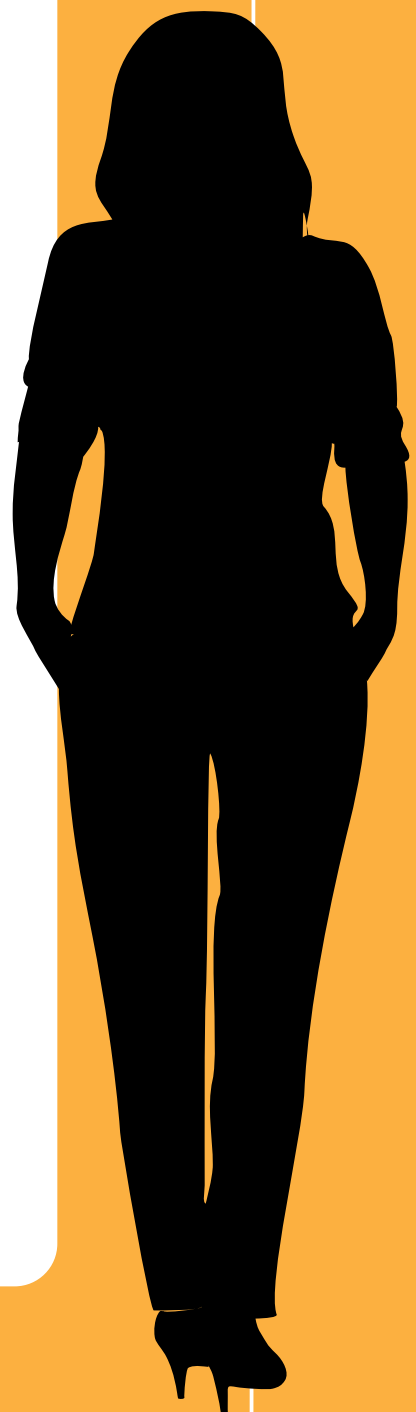
WATCH! 2.0 (Women's Advocacy and Treatment Coalition on HIV) is a treatment advocacy webinar series that emphasizes a women-led response to the HIV epidemic.



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](#)

NEW!

HIV Cure and Women Programming
[Sign up here](#) to join the listserv and get updates!



Thank you to our 2025 Supporters!

Funders and Major Donors

The Well Project is deeply grateful to the funders and major donors whose support makes our work possible:

- Gilead
- Merck
- ViiV Healthcare
- Dick and Sandi Averitt
- Scientific Consulting Group

In-Kind Donors

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

- Allison Agwu
- Google AdWords
- Laramie Smith
- Judith Auerbach
- Terry Kush
- Shema Tariq
- Richard Averitt
- Tonia Poteat
- Underwood & Roberts, PLLC
- Latesha Eloppe
- Eileen Scully

Individual Donors

*We want to heartily thank all of you who participated in our annual fundraising drive. Please follow this link for a complete **list of individual donors**.*

Who We Are *(as of July 2026)*

TEAM

Kelly Bower, Operations Manager
Ciarra Brown, MS, HS-BCP, Director of Programs
Jenna Conley, Director of Communications, WRI Director
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 E. Richey, MD, MPH, FIDSA, Medical Editor

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Lynette Trawick, CAB Co-Chair, Maryland, US
Louise Wallace, CAB Co-Chair, UK



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now than ever!



